

# Parking Master Plan Report

## Village Center and North Beach Areas

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**City of Del Mar**



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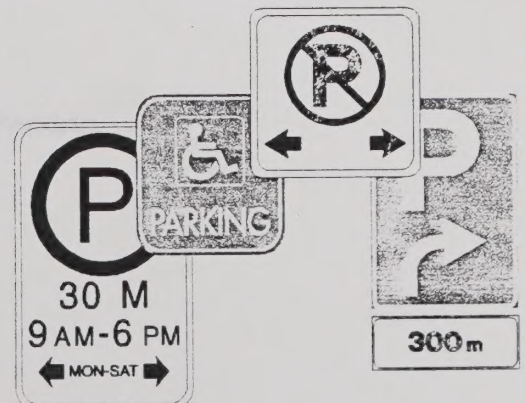


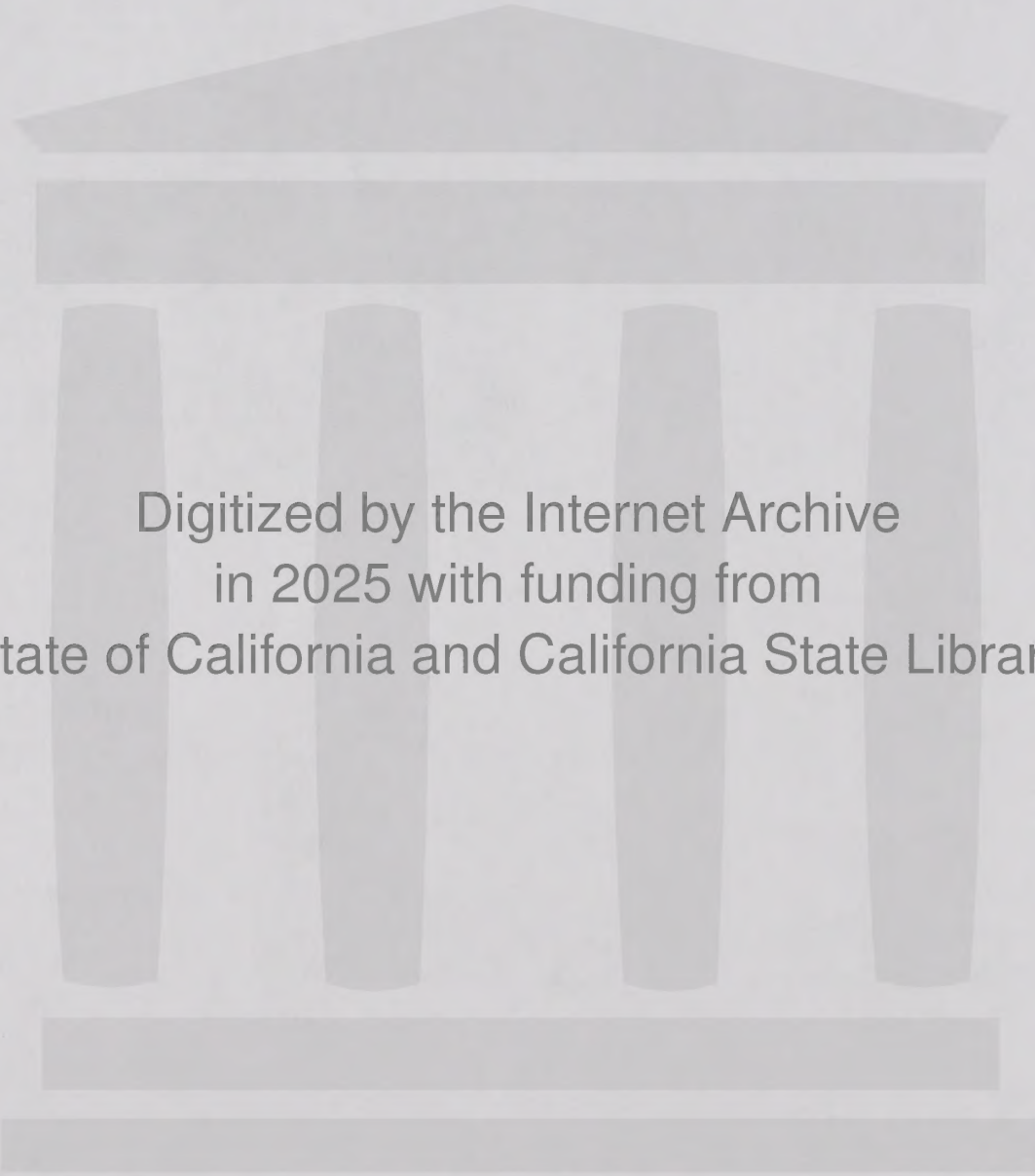
**Meyer, Mohaddes Associates, Inc.**

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May 1, 2000

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## City of Del Mar City Council Action

City Council discussed the Parking Master Plan at three different meetings (December 13, 1999, January 18, 2000 and March 20, 2000). At the City Council meeting on March 20<sup>th</sup>, Council approved the following category rankings for the options defined within the Parking Master Plan.

The High Priority category includes options that are the least expensive and require the shortest amount of time to implement.

The Medium Priority category includes options that require more time and money to implement.

The Low Priority category includes options that require extensive time and a substantial amount of money to implement.

### PARKING MANAGEMENT OPTIONS CATEGORY RANKING

#### HIGH PRIORITIES

Option A	Post Office Parking
Option C	Inn L'Auberge Hotel spaces reserved for employee parking
Option N	Removal of Red Curbs
Option F	Revise Codes to maximize future parking efficiency

#### MEDIUM PRIORITIES

Option B	Purchase/Lease Seagrove/Train Depot Lot
Option D	Shared Use Parking Program
Option E	Valet Program
Option G	Parking Guide/Map
Option J	Summer Non-Commuter Coaster Stop
Option K	Stratford Ct. & Ocean Ave. between 15 <sup>th</sup> & 13 <sup>th</sup> to One-Way streets

#### LOW PRIORITIES

Option H	Resident Permit Parking Program
Option I	Peak Season Shuttle with Remote Parking
Option M	Additional Lot/Structure Parking





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# City of Dallas City Council Agenda

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## PARKING MANAGEMENT OPTION CATEGORY RANKING

### HIGH PRIORITIES

Option A	High Priority Parking
Option B	High Priority Parking
Option C	High Priority Parking
Option D	High Priority Parking
Option E	High Priority Parking

### MEDIUM PRIORITIES

Option A	Medium Priority Parking
Option B	Medium Priority Parking
Option C	Medium Priority Parking
Option D	Medium Priority Parking
Option E	Medium Priority Parking
Option F	Medium Priority Parking
Option G	Medium Priority Parking
Option H	Medium Priority Parking
Option I	Medium Priority Parking
Option J	Medium Priority Parking

### LOW PRIORITIES

Option A	Low Priority Parking
Option B	Low Priority Parking
Option C	Low Priority Parking
Option D	Low Priority Parking
Option E	Low Priority Parking



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Table 1: Summary of Data

Year	Category	Value
2010	Category A	100
2011	Category A	120
2012	Category A	150
2013	Category A	180
2014	Category A	200
2015	Category A	220
2016	Category A	250
2017	Category A	280
2018	Category A	300
2019	Category A	320
2020	Category A	350

Table 2: Summary of Data

Year	Category	Value
2010	Category B	50
2011	Category B	60
2012	Category B	70
2013	Category B	80
2014	Category B	90
2015	Category B	100
2016	Category B	110
2017	Category B	120
2018	Category B	130
2019	Category B	140
2020	Category B	150

## Acknowledgments

The Parking Master Plan Report was prepared under the guidance of a Steering Committee comprised of residents, business owners, persons who work downtown, City staff and elected officials. The following persons served on the Steering Committee and provided invaluable assistance throughout the project:

- John Healy, North Hills Resident
- Katie Nelson, North Beach Resident
- Joe Jelley, (DMVMA) Del Mar Village Merchants Association
- Bill Michalsky, (TPAC) Traffic and Parking Advisory Committee
- John Giebink, Planning Committee
- Council Member Whitehead
- Council Member Schooler

The following City staff assisted in the development of the Parking Master Plan Report:

- Linda S. Niles, Director of Planning and Community Development
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- Teresa Williams, Document Preparation





# **Parking Master Plan Report Village Center and North Beach Focus Areas**

**Submitted to**

**City of Del Mar**

**Prepared by**

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Long Beach, CA 90802**

**December 1, 1999**

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## 1.0 INTRODUCTION

This report presents an evaluation of existing parking conditions and identifies recommendations regarding parking management options for the Village Center and North Beach areas in the City of Del Mar. A parking study has been conducted to address parking issues and other parking-related problems that have been noted by businesses, residents and visitors. The study is designed to support the adoption of a Parking Master Plan for the Village Center and North Beach areas.

The objectives of the parking master plan study include:

- Assess current parking inventory, utilization and overall effectiveness of the parking system.
- Assess the effectiveness of current parking management strategies, including meters, parking time limits, enforcement efforts and other parking programs.
- Develop strategies to address existing and future parking needs for residents, businesses and visitors.

Parking master plan goals were generated as a result of previous planning efforts. Those goals were further evaluated and refined by local residents and business representatives as part of the public outreach element of this project. The Parking Master Plan goals that were reviewed at the public open house are as follows:

### Parking Master Plan Goals

- Provide adequate, convenient parking for:
  - residents
  - business patrons and employees
  - recreational visitors
- Protect residential parking from encroachment by non-residents (e.g., business spillover/visitor parking)
- Encourage business patronage by:
  - residents
  - non-resident visitors
- Cover City cost of parking management and other visitor related costs
- Optimize parking aesthetics
- Encourage use of existing residential garages for parking
- Share private parking among businesses
- Provide code-standard parking for all Village businesses
- Encourage a pedestrian oriented environment
- Encourage use of alternative transportation modes to reduce parking demand
- Maximize accessibility of parking for the disabled per specifications of the Americans with Disabilities Act
- Comply with local, State and Federal requirements, including the State Coastal Act and other applicable regulations



## **1.1 STUDY AREA**

The project study area includes the Village Center and North Beach Areas of Del Mar. The study area is a large and varied area in terms of land uses and parking issues. Parking problems in one area can be very unique and different from problems in other areas. Figure 1 illustrates the two focus study areas. The two study subareas are as follows:

- Area 1 - Village Center - Includes the Village Center Commercial and the surrounding residential area, extending from 8<sup>th</sup> Street to past 15<sup>th</sup> Street, and from the bluffs to the hillside residential area.
- Area 2 - North Beach - Includes the entire North Beach area.

The technical analysis as presented throughout the report refers to these two study areas.

## **1.2 STUDY OVERVIEW**

The Del Mar Parking Master Plan Study includes the following work elements:

- Detailed inventory of parking supply (privately owned parking as well as City-operated on-street and lot parking)
- Surveys of parking utilization (how many spaces are occupied hour-by-hour)
- Outreach to residents and business owners/managers/employees
- Personal interviews with key stakeholders (including both businesses and residents)
- Technical analysis of existing and forecast future parking demand based on land use data
- Assessment of current parking management methods and research into potential parking management/enforcement improvements
- Written Citywide parking survey
- Public workshop to review findings and recommendations
- Review State Coastal Commission requirements and work with the Commission staff to develop a mutually acceptable plan.

Specific tasks which were undertaken as part of the study are described below.

- Extensive Public Outreach - Interviews were conducted to obtain direct input from City staff, elected officials, local residents and business owners/managers on a wide range of parking-related issues. Individual and group interviews were conducted with interested persons from the community. During the interviews, the participants completed a written survey, followed by a







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verbal discussion of their views on various parking-related issues. A written survey of the entire City was then undertaken, followed by a public open house on the parking management plan. Meetings will be held with State Coastal Commission staff to review all findings and recommendations.

- Parking Supply Inventory - An inventory of all public and private parking spaces was completed. The City of Del Mar parking supply includes a total of approximately 3,700 parking spaces within the study area, excluding residential driveways and residential garages. Details of the parking supply are provided in Section 2 of the report.
- Parking Occupancy - Surveys of all parking spaces were conducted on a typical weekday and weekend during both summer peak and non-summer off-peak periods. The parking surveys were conducted on Sunday, August 23, 1998, Friday, January 22, 1999, Saturday, January 23, 1999 and Saturday, March 27, 1999.
- Parking Requirements - A city zoning code-based parking analysis was conducted utilizing a parking analysis spreadsheet model. The model was used to determine parking requirements in the Village Center and North Beach areas based on parking code requirements and standard parking demand ratios (i.e., how many spaces are typically required for restaurants, retail, etc.). Standard parking rates (from city zoning code) were applied to each commercial land use.
- Draft Parking Master Plan Options - Based on the work tasks described above, parking issues and problems were identified and draft parking improvement options were developed to address existing and projected future parking needs in the City. The findings and recommendations of the parking study are discussed in detail in the following sections of the report. The recommendations are presented as a series of options for public and City Council consideration.



## 2.0 EXISTING PARKING CONDITIONS

### 2.1 PARKING INVENTORY

Field surveys were conducted to identify the number and types of parking spaces available in the study areas and parking occupancy throughout the day (weekday and weekend). The surveys were conducted in the peak weekday and weekend periods to capture typical peak demand conditions (i.e., "worst case" parking demand conditions).

A parking inventory of commercial off-street public and private parking lots and all on-street metered and un-metered parking spaces was conducted throughout the study area. The location, type and number of spaces were noted. As shown in Table 1, a total of approximately 3,705 total parking spaces, with 2,581 spaces available in Village Center and 1,124 spaces in the North Beach area (not including privately owned residential driveways or residential garages). The parking supply includes:

- 1,798 spaces (49% of total) are publically owned and operated spaces (meters, lots, on-street non-metered, and "pay and display")
- 1,907 spaces (51% of total) are privately owned spaces in lots and structures (note that the City has no direct control over the operations of those spaces other than zoning requirements to continue to provide parking as a condition or component of permitted development). Of the 1907 spaces, 611 spaces (16% of total) are private pay lot spaces. Note that private residential driveways and garages are not counted.

The public spaces are as follows;

- 1,546 are **on-street non-metered**
- 82 spaces are **metered spaces located in municipal parking lots**
- 76 spaces are **"Town and Country"** spaces located along Camino Del Mar
- 69 spaces are **non-metered in lots**
- 65 spaces are **"pay and display"** spaces located in North Beach
- 36 spaces are **on-street metered spaces**

Table 2 summarizes the number of parking spaces available by type of parking space, and Figure 2 shows the location of each public lot and the number of spaces provided.

The private lot inventory includes tenant, employee and customer parking lots. The majority of the private lots are small, surface level lots with 20 or fewer parking spaces, however, there are a few larger lots including the Plaza lot which has 392 spaces. Figure 3 shows the location of each private lot and the number of spaces provided.





**TABLE 1  
PARKING INVENTORY**

Area	Public Spaces						Private Spaces				Total Public and Private
	Metered Lot	Non-Metered Lot	On-Street Metered	On-Street Non-Metered	"Pay & Display"	Total Public	Pay Lots	No-Fee Private Spaces	Camino Del Mar Angle Parking (1)	Total Private	
North Beach	23	9	36	655	65	788	219	117	0	336	1,124
Village Center	59	60	0	891	0	1,010	392	1,103	76	1,571	2,581
<b>Total</b>	<b>82</b>	<b>69</b>	<b>36</b>	<b>1,546</b>	<b>65</b>	<b>1,798</b>	<b>611</b>	<b>1,220</b>	<b>76</b>	<b>1,907</b>	<b>3,705</b>
Note: (1) - Angled "Town and Country" parking spaces along Camino Del Mar are located 50 % on City property and 50% on private property, but are considered private spaces for purposes of this analysis.											

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**TABLE 2**  
**PUBLIC OFF-STREET PARKING INVENTORY**

<b>Lot</b>	<b>2-Hour Meter</b>	<b>4-Hour Meter</b>	<b>Non- Meter</b>	<b>Handicap</b>	<b>Number of Spaces</b>
Court Street & 21 <sup>st</sup> Street	0	0	8	1	9
Coast Boulevard & 17 <sup>th</sup> Street	20	1	0	2	23
L'Auberge Del Mar Lot	0	57	0	2	59
City Hall	0	0	31	4	35
City Hall Annex	0	0	8	1	9
Daniel's Cable	0	0	14	2	16
<b>Total All Lots Combined</b>	<b>20</b>	<b>58</b>	<b>61</b>	<b>12</b>	<b>151</b>

Metered Parking - Table 3 displays an inventory of on-street and public lot metered parking spaces by area and type of parking. The table also shows the number of "pay and display" spaces along Camino Del Mar in the North Beach Area. Figure 4 illustrates the number and type of on-street parking for within the study area.

#### Off-Street Resident Parking

A prior study conducted in the City found that there are approximately 2.8 off-street parking spaces per dwelling unit, including garages, other covered parking and uncovered spaces which are a minimum of 22 feet in length. This exceeds the typical requirements of two spaces for all single family homes with three bedrooms or less and multi-family units. It is recognized that some resident's garages and off-street spaces are not used for parking, however, the data indicates that residential parking overall generally satisfies City codes and normal parking standards. The written parking surveys conducted for this Plan indicated that 15 percent of North Beach respondents feel resident parking contributes to the overall problem (too many resident vehicles compared to number of off-street spaces), and 14 percent report that their own off-street parking is insufficient.

#### Camino del Mar Streetscape Plan

A small amount of parking (two spaces) will be lost due to proposed changes to physical streetscape along Camino del Mar, including curb "bulb-outs or safe-crossing" areas, ADA compliance and other parkway enhancements. The plan will result in the loss of some on-street spaces in both the Village and North Beach areas, however, much of the loss will be off-set by a gain of ten spaces on Camino del Mar between 8<sup>th</sup> and 9<sup>th</sup> Streets. A total of 12 spaces are proposed to be removed, as shown on Figure 5. With the ten spaces added on Camino del Mar south of 9<sup>th</sup> Street, there will be a net loss of only two spaces. This small net loss of parking will be off-set by the gain in spaces and the gain in parking efficiency that will result from implementation of this plan.









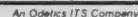
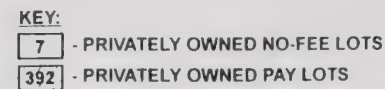


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**TABLE 3  
METERED PARKING INVENTORY**

Area	2-hours		4-hours		Pay & Display Machine Spaces	Total		
	On-Street	Lot	On-Street	Lot		On-Street	Lot	Total
North Beach	23	20	13	1	65	36	21	122
Village Center	0	0	0	57	0	0	57	57
<b>Total</b>	<b>23</b>	<b>20</b>	<b>13</b>	<b>58</b>	<b>65</b>	<b>36</b>	<b>78</b>	<b>179</b>

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Many of the recommended options in this plan would add new parking in the Village area, make private parking available for public uses, make parking more accessible or provide better access to parking. Therefore, the net loss of two spaces will not result in any significant parking impacts in the coastal zone as a result of implementation of the overall Parking Master Plan.

## 2.2 TYPICAL SUMMER PARKING UTILIZATION

Summer parking utilization surveys were conducted via aerial photography on a typical weekend at all off-street and on-street parking locations. Aerial photographs were taken at Noon, 2 PM, 4 PM and 6 PM on Sunday, August 23, 1998. The data indicates trends in parking usage by time of day. Figure 6 illustrates the peak occupancy of each type of parking for a typical summer weekend afternoon. Please note that the survey results indicate a typical peak summer day condition but are not intended to represent a scientific or statistic survey of parking utilization. It is not feasible to survey numerous days due to the high cost of data collection, however, it is standard practice to base traffic and parking plans on typical or average days.

### Summer Time Public Off-Street Parking Usage

Table 4 and Figure 7 summarizes the summer weekend peak parking demand at each public parking lot. The data indicates the following:

- North Beach public lots reach full (100% or greater) occupancy at 2 PM, while lots in the Village are relatively under utilized. (Note occupancy over 100% indicates stacking in aisles or illegal parking)
- Usage at City Hall, Annex and Daniel's Cable lot and other lots in the south village area range from 0 to 18 percent full throughout the day, indicating low overall usage even on a hot summer day.

**TABLE 4**  
**SUMMER PUBLIC LOT PEAK UTILIZATION**

Lot	Number of Spaces	Weekend Summer Peak (Sunday)	
		Time	% Occupancy
Court St & 21 <sup>st</sup> St.	9	Sunday, 2:00 PM	122%
Coast Bl. & 17 <sup>th</sup> St.	23	Sunday, 2:00 PM	112%
City Hall	35	Sunday, All day	0%
Annex	9	Sunday, All day	0%
Daniel's Cable	16	Sunday, All day	18%
<b>All Lots Combined</b>	<b>94</b>	<b>Sunday, 2:00 PM</b>	<b>44%</b>
Notes: No information available for L'Auberge Del Mar Lot.			
Over 100% occupancy indicates parking in aisles, unmarked spaces, double parking and other unauthorized parking.			





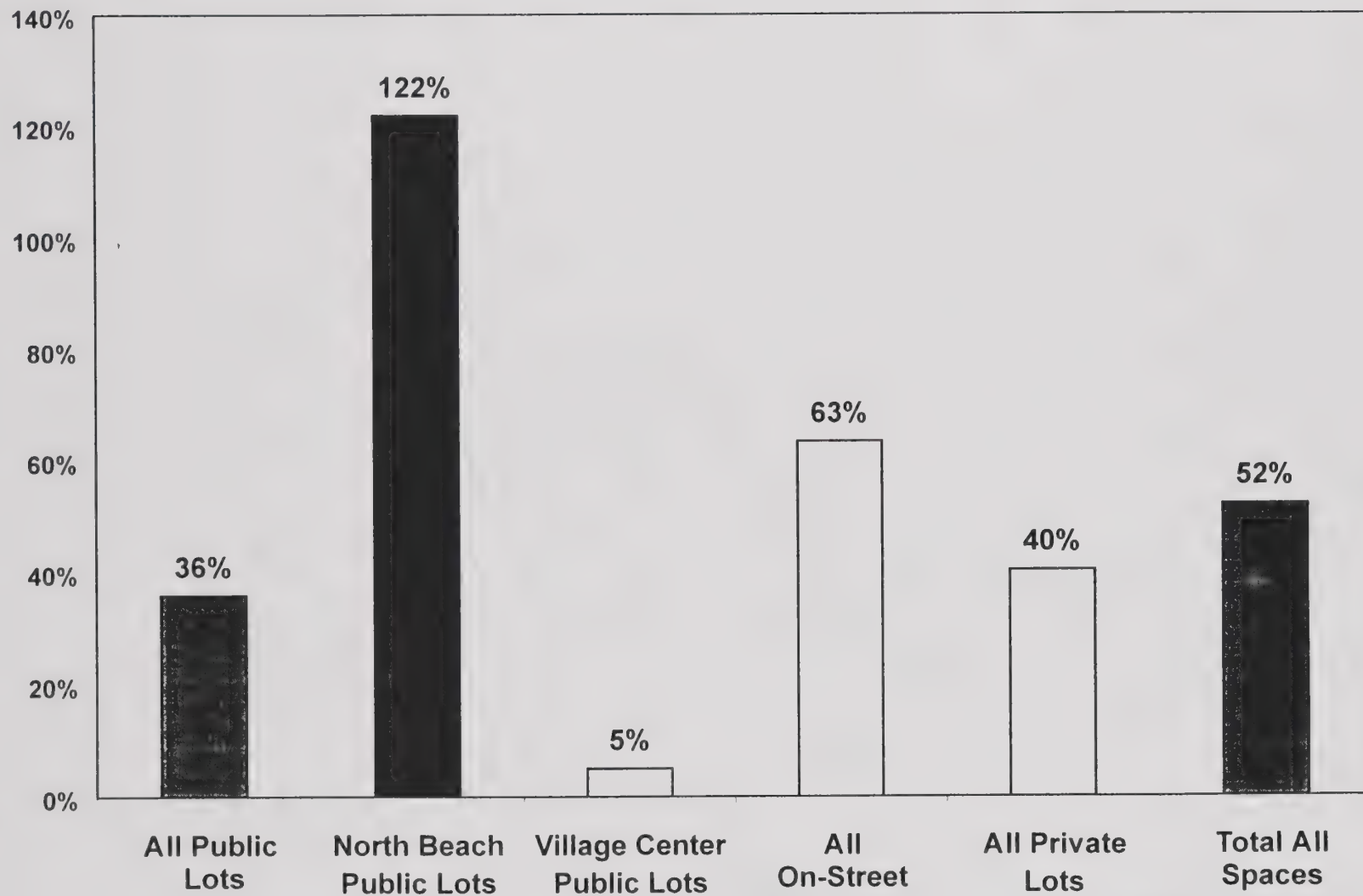
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**KEY:**

- 1 NUMBER OF SPACES REMOVED FOR ADA (AMERICANS WITH DISABILITY ACT) COMPLIANCE AND PARKWAY ENHANCEMENT
- +1 NUMBER OF SPACES ADDED BY USING EXCESS RIGHT-OF-WAY





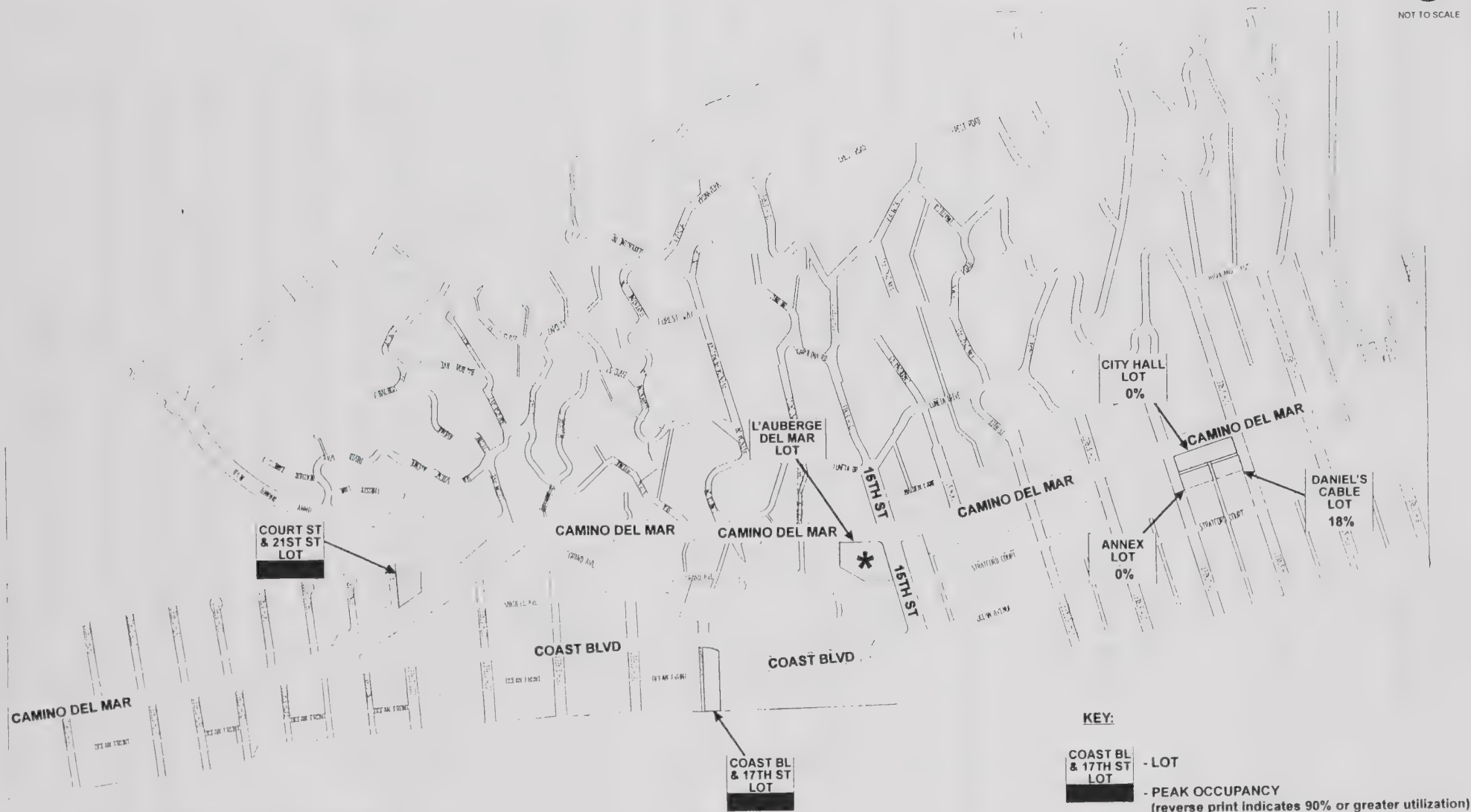
**Sunday 2:00 PM**







NOT TO SCALE



Note: \* No information was available for L'Auberge Del Mar Lot



### Summer Time Private Off-Street Parking Usage

Table 5 shows private lot utilization throughout the study area. The data in the table indicates the following:

- Overall, private lots peak at 40 percent full at Noon on Sunday
- North Beach private commercial lots peak at 67 percent full at 2 PM
- Village Center private commercial lots peak at 26 percent full at Noon

**TABLE 5**  
**SUMMER WEEKEND PRIVATE PARKING UTILIZATION COMPARISON**  
(excludes residential spaces)

Area	Private Lots			
	Noon	2 PM	4 PM	6 PM
North Beach	60%	67%	54%	51%
Village Center	26%	21%	21%	19%
<b>Total</b>	<b>40%</b>	<b>39%</b>	<b>34%</b>	<b>32%</b>

### Summer Time On-Street Parking Usage

During the weekend, on-street parking on many blocks is heavily utilized throughout the day. The North Beach area peak demand for on-street parking is much higher than the Village Center area due to the influx of beach goers in the summer. The North Beach area experiences on-street parking utilization from 83 to 98 percent, while the Village Center area has parking utilization of 42 to 51 percent during the weekend. Table 6 shows on-street parking utilization throughout the study area. Figures 8 through 11 illustrate blocks in which on-street parking utilization is 85 percent or higher at Noon, 2 PM, 4 PM and at 6 PM during the weekend. Note that 85 to 90 percent is generally considered to be "full" occupancy since the remaining parking may be spaces that are not obvious and the person searching for parking perceives there are no parking spaces remaining. The data in the table indicates the following:

- North Beach on-street parking utilization peaks at 98 percent at 2 PM
- Village Center on-street parking utilization peaks at 51 percent at 2 PM
- Overall, on-street parking utilization peaks at 63 percent full at 2 PM
- Village Center Commercial on-street parking utilization peaks at 59 percent at Noon
- Village Center Residential on-street parking utilization peaks at 46 percent at 4 PM







NOT TO SCALE







NOT TO SCALE



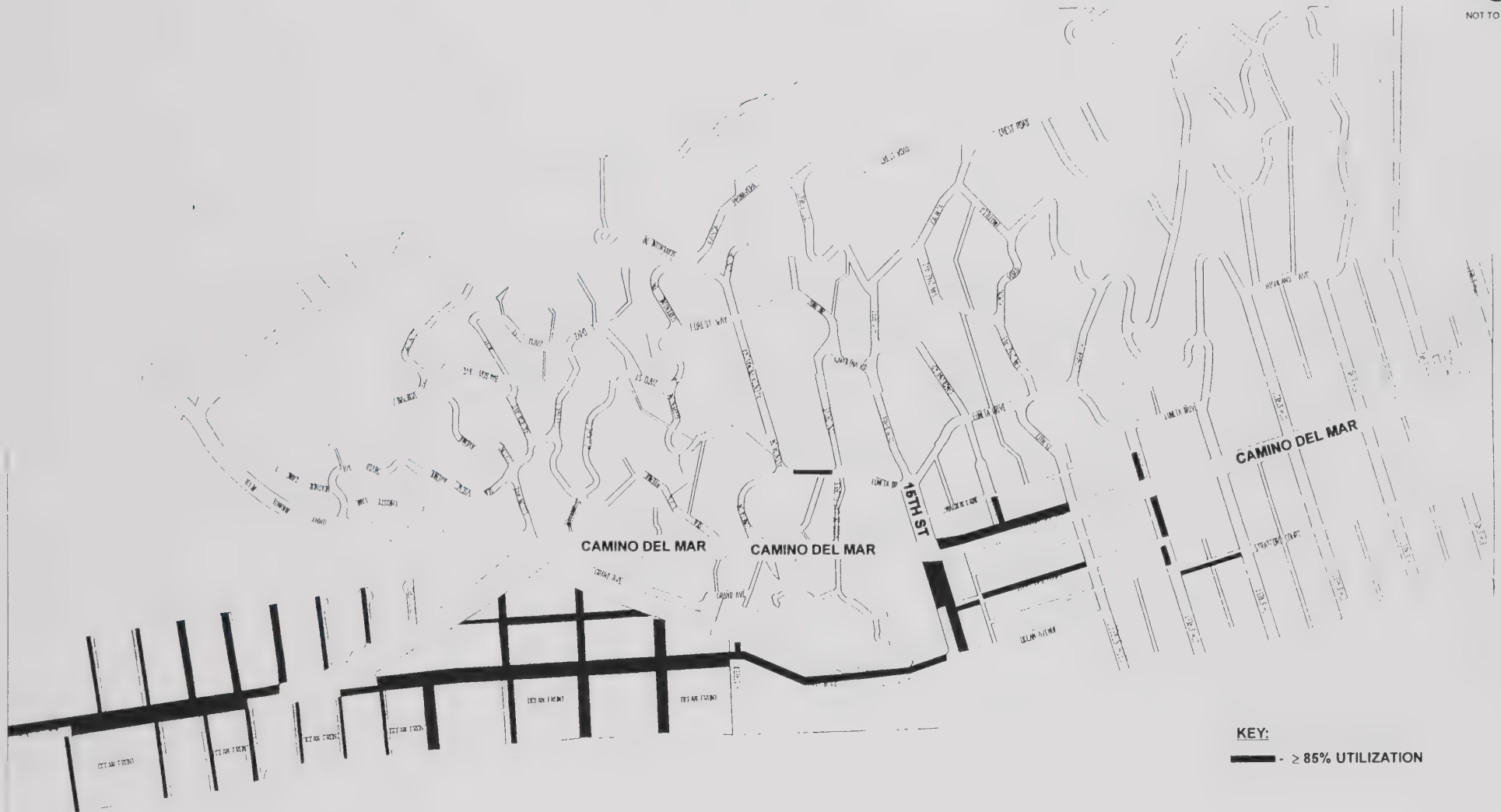
**KEY:**

**—** -  $\geq 85\%$  UTILIZATION





NOT TO SCALE









NOT TO SCALE



KEY:

— ≥ 85% UTILIZATION



**TABLE 6**  
**SUMMER WEEKEND ON-STREET PARKING UTILIZATION COMPARISON**

Area	On-Street Space Utilization			
	Noon	2 PM	4 PM	6 PM
North Beach	96 %	98 %	97 %	83 %
Village Center Commercial	59 %	57 %	54 %	49 %
Village Center Residential	38 %	45 %	46 %	34 %
Village Center Total	48 %	51 %	50 %	42 %
<b>Total</b>	<b>61 %</b>	<b>63 %</b>	<b>62 %</b>	<b>52 %</b>

### 2.3 TYPICAL NON-SUMMER PARKING UTILIZATION

Non-summer parking utilization surveys were conducted via walking surveys and aerial photography on a typical weekday and weekend at all off-street and on-street parking locations. The initial walking surveys were conducted by City staff on Friday, January 22, 1999, and Saturday, January 23, 1999. On Friday, March 27, 1999, and Saturday, March 28, 1999 follow up surveys were conducted. Aerial photographs were taken at 1 PM on Friday, January 22, 1999, and Saturday, January 23, 1999. The data indicates trends in parking usage by time of day.

#### Non-Summer Off-Street Parking Usage

Figure 12 through 14 illustrate the typical weekday and weekend parking utilization for the off-street spaces. The data indicates the following:

- Overall, weekday off-street usage peaks at 67 percent full at 1 PM
- Weekday evening off-street usage peaks at 59 percent at 6 PM
- Weekend off-street usage peaks at 51 percent full at 1 PM

#### Non-Summer On-Street Parking Usage

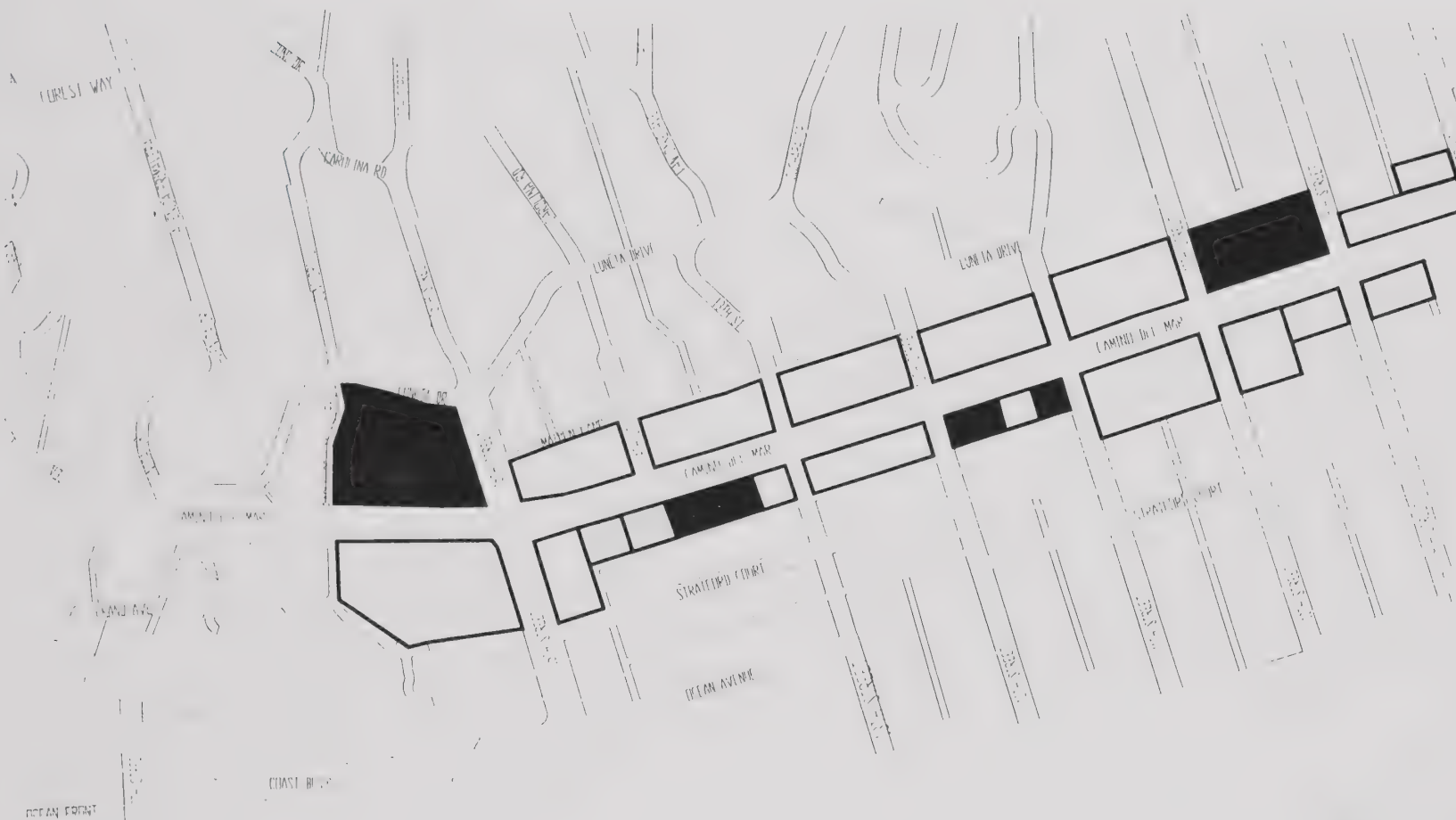
During the weekday, on-street parking demand is lower in the morning than in the early afternoon. In the Village Center area the peak parking demand is 55 percent at noon and the North Beach area peaks at 37 percent at 1 PM. It is important to note, however, that some blocks are fully occupied throughout the day although overall usage is low when considering all streets. Throughout the remainder of the day the on-street parking demand remains steady. Figure 15 and 16 illustrate the weekday on-street parking utilization. In general, the streets which experience high parking demand are in the Village and the south end of the North Beach area. Figure 17 illustrates the parking utilization at 1 PM on Saturday. Again, several streets in the Village experience high demand as well as a few streets in the southern end of the North Beach area.










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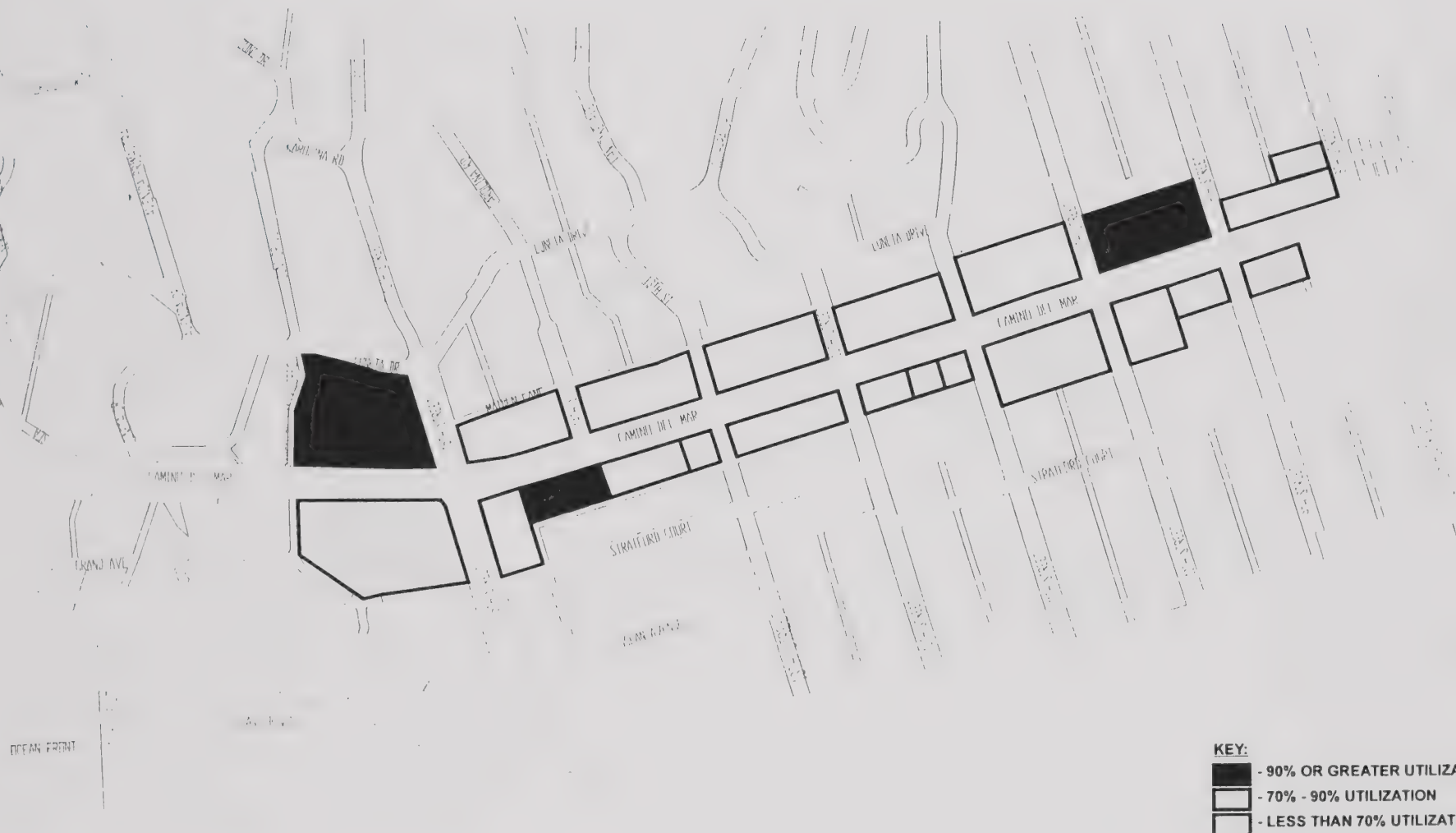
**KEY:**

-  - 90% OR GREATER UTILIZATION
-  - 70% - 90% UTILIZATION
-  - LESS THAN 70% UTILIZATION





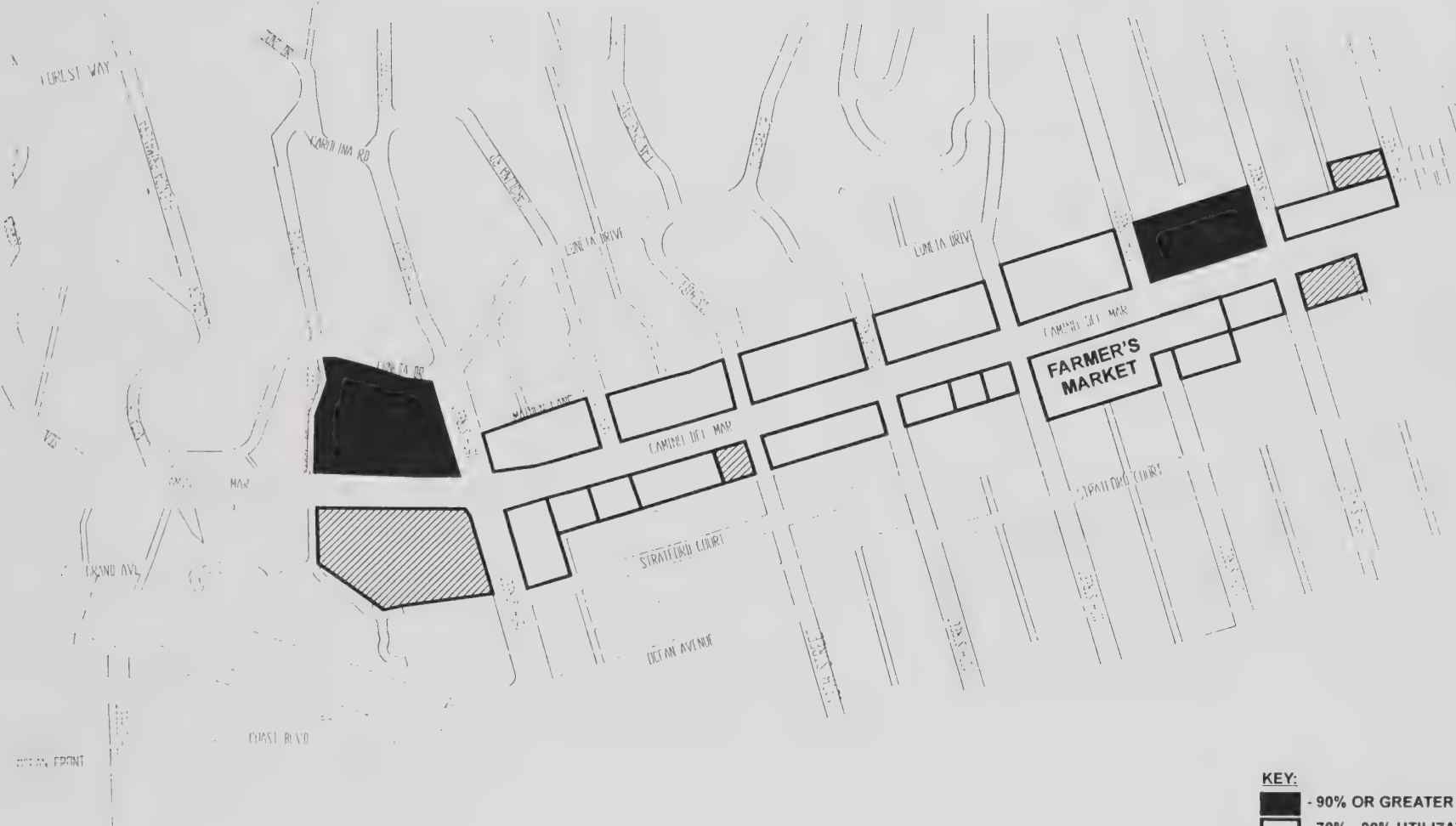
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NOT TO SCALE



**KEY:**

-  - 90% OR GREATER UTILIZATION
-  - 70% - 90% UTILIZATION
-  - LESS THAN 70% UTILIZATION
-  - NO DATA AVAILABLE







NOT TO SCALE



**KEY:**  
— ≥ 85% UTILIZATION





NOT TO SCALE



KEY:

— > 85% UTILIZATION





NOT TO SCALE



KEY:

— ≥ 85% UTILIZATION





## **2.4 SUMMARY OF FINDINGS - PARKING UTILIZATION ANALYSIS**

The following is a summary of findings from the parking utilization analysis:

### Parking Utilization

- North Beach experiences extremely high parking utilization on peak summer days. Nearly every street is fully occupied throughout the day.
- Camino Del Mar from 15<sup>th</sup> Street to 13<sup>th</sup> Street, and 15<sup>th</sup> Street from Camino Del Mar to Coast Boulevard, are fully occupied throughout the year.
- The Plaza lot is fully occupied many days throughout the year.
- Off-street parking in the southern end of the Village is under-utilized even on peak beach days.
- Overall, private parking is only about 50% utilized at its highest peak.

## **2.5 1995 YEAR-LONG PARKING OCCUPANCY SURVEY**

In 1995, the City conducted a year-long review of weekend parking occupancy in the North Beach. On at least one weekend per month, the City counted the occupied parking spaces on a number of streets in the North Beach area. The counts were conducted at 9 AM, Noon, 3 PM and 6 PM. Parking occupancy was recorded on 18 street segments during each time period. Table 7 summarizes the results of that parking occupancy survey. The year-long survey results generally correlate with the results of the Sunday, August 23, 1998 survey as well as the written survey of North Beach residents (Section 3.2). North Beach on-street parking is full or nearly full (over 85%) mid-day in July and August, and it approaches 85% utilization in June and September. Utilization of North Beach on-street parking is well below 85% the remainder of the year, even mid-day on the weekends. Throughout the year including weekends, parking occupancy is below 85% (and therefore not critical) in the early morning and evening hours. In summary, North Beach parking is well used during peak summer time periods, however, the remainder of the year there is parking available.



TABLE 7

**SUMMARY OF 1995 YEAR-LONG PARKING OCCUPANCY STUDY  
PERCENT OF SPACES OCCUPIED IN NORTH BEACH**

MONTH	9 AM		NOON		3 PM		6 PM	
	Sat	Sun	Sat	Sun	Sat	Sun	Sat	Sun
January	45 %	40 %	48 %	38 %	53 %	38 %	41 %	40 %
February	42 %	42 %	60 %	56 %	45 %	66 %	37 %	43 %
March	45 %	45 %	54 %	43 %	53 %	47 %	46 %	51 %
April	52 %	47 %	49 %	58 %	58 %	58 %	N/A	N/A
May	N/A	50 %	N/A	59 %	N/A	60 %	N/A	55 %
June	43 %	54 %	41 %	75 %	49 %	80 %	56 %	57 %
July	48 %	70 %	73 %	<b>93 %</b>	<b>85 %</b>	<b>94 %</b>	60 %	65 %
August	51 %	N/A	74 %	<b>91 %</b>	<b>90 %</b>	<b>87 %</b>	N/A	68 %
September <sup>(1)</sup>	48 %	43 %	80 %	53 %	84 %	63 %	71 %	52 %
October	54 %	54 %	70 %	64 %	69 %	60 %	51 %	61 %
November	51 %	49 %	48 %	44 %	52 %	55 %	45 %	43 %
December	43 %	38 %	40 %	38 %	40 %	43 %	45 %	38 %
N/A - data not available								
<sup>(1)</sup> Labor Day Weekend Count on Saturday; Sunday count was conducted late in September.								



### **3.0 COMMUNITY OUTREACH**

As part of the Del Mar Parking Master Plan effort, a series of public outreach efforts were undertaken to provide information to the public and solicit public input on parking problems and potential strategies for parking management. The first task was interviews with key stakeholders, followed by a citywide written survey, a meeting with the downtown merchants association and a community open house. The purpose of the stakeholders interviews was to acquaint City staff and the consultant team with major issues of interest to the community. The interviews were held at the beginning of the process so that major issues which arose from the meetings could be addressed during the study. It was recognized that issues and opinions raised during stakeholder interviews only represented a sampling of overall community sentiment about parking (to be further expanded by subsequent surveys and public forums.) City staff selected the list of stakeholders, which included persons who had previously expressed interest in the issue of parking. The stakeholders were chosen to represent a cross-section of interest groups including residents, business owners, employees, City staff, elected officials and others. The list of persons invited and those who participated is included as Appendix A. The purpose of the community open house was to provide an overview of the process; gather community input on parking issues, goals, and priorities; and review potential strategies and tools for parking management. A description of the open house and survey results is provided below.

#### **3.1 COMMUNITY WORKSHOP OPEN HOUSE FORMAT AND RESULTS (Saturday, April 24, 1999)**

Participants were greeted at the registration table and asked to sign in. After signing in each individual was given an agenda, comment booklet and a set of "dots" for use in the "voting" segment of the Workshop.

Participants were encouraged to view the informational and "hands-on" display panels at four stations set up around the hall, as follows:

- Station 1 presented background technical information
- Station 2 presented the Project Goals and asked participants to prioritize each goal
- Station 3 provided participants the opportunity to write down parking issues/concerns, comments, or questions on large display maps, and
- Station 4 listed example Parking Management Tools and Options, which participants were asked to rate as ideas they really like, ideas that are worth considering or ideas they do not like.

Participants were also encouraged to write down their comments in a comment booklet handed out at the beginning of the workshop. In addition, City staff and consultant team members were available to answer questions posed by participants. Based on an analysis of participants' comments, three major overall themes emerged and are described in more detail below:

- **Give Priority to Residential Parking**
- **Encourage Business Patronage by Residents**
- **Encourage Alternative Transportation Modes and Pedestrian Environment**





Participants generally agreed that residential parking should be protected and enhanced. Residents expressed a strong "residents first" sentiment. They emphasized the intrusion of their neighborhoods by non-resident parking. The completion of State Route 56 improvements was often noted as a concern and a reason for increased protection of resident parking. Demand for parking exceeds the parking supply on peak summer days. This will worsen with the completion of State Route 56 improvements and the increased accessibility and easy access that State Route 56 improvements will bring to the coast. Although impossible to forecast in terms of added visitors to the coast, the SR 56 improvements will clearly provide lower travel times and increased accessibility to Del Mar beaches. The combination of resident parking demand on weekends with commercial parking demand and beach visitors overwhelms the parking supply on peak summer weekends.

Many participants raised concerns over beach goers and employees use of residential streets on a regular basis. Numerous residents complained "There is no place for the residents to park; the streets fill up by 9:00 AM." Several residents noted that beach goers would rather pay a parking ticket for illegal parking, than to pay to use a parking lot or walk a long distance to the beach.

Participants suggested a resident permit program be implemented to alleviate the problem. Some cited Seal Beach's program as an example of a permit system that works (note: the Seal Beach program was implemented prior to the Coastal Act of 1976 and may not be feasible in its current format today under Coastal Act guidelines). Residents did, however, express a desire to keep the fee nominal and to limit the number of permits per household. Residents felt it was important to have access to guest permits, on a limited basis.

Table 8 indicates the goal prioritization assigned by workshop participants. Overall, the protection of residential parking ranked the highest by participants, with nearly all respondents giving this the highest priority. The project Steering Committee subsequently reviewed the goals and developed a set of goals that reflect the Committee's discussions. Those goals are listed in Section 5.2

### **3.2 CITYWIDE WRITTEN SURVEY ON PARKING**

A parking survey was distributed to each address in the City, with over 2,700 surveys mailed. Of the 2,700 surveys, 850 were in the Village Center Study area, 600 were in the North Beach Study area, 1,250 were in other areas of the City. Over 650 surveys were returned, representing 23 percent of the surveys mailed. This is a very high return rate, indicating significant interest in the subject of parking management. A summary of the responses is provided below (the survey instrument is provided in Appendix B).

#### **Is there a parking problem in the residential area?**

- Village Center Responses - 73 percent **YES**
- North Beach Responses - 80 percent **YES**
- Other Areas - 60 percent **YES**

#### **Are there parking problems on your street?**

- Village Center Responses - 59 percent **YES**
- North Beach Responses - 76 percent **YES**
- Other Areas - 76 percent **NO**



**TABLE 8  
WORKSHOP GOAL PRIORITY RESULTS**

Draft Goal / Objective	Priority		
	High	Medium	Low
Provide Adequate and Convenient Parking for Residents	55	4	2
Provide Adequate and Convenient Parking for Business Patrons and Employees	40	5	21
Provide Adequate and Convenient Parking for Beach Visitors	2	13	32
Protect Residential Parking from Encroachment by Business Spillover and Beach Visitors	43	0	2
Encourage Business Patronage by Residents	42	5	1
Encourage Business Patronage by Non-Resident Visitors	16	14	15
Cover City Costs of Parking Management	20	8	6
Optimize Parking Aesthetics	28	9	6
Encourage Use of Existing Residential Garages for Parking	29	5	8
Share Private Parking Among Businesses	34	9	7
Provide a Plan to Supply Code-Standard Parking for the Village as a Whole	33	8	5
Encourage a Pedestrian Oriented Environment	45	3	3
Encourage Use of Alternative Transportation Modes to Reduce Parking Demand	37	8	0
Maximize Accessibility of Handicap Parking	16	9	5
<i>Note: A revised set of goals/objectives was developed by the project Steering Committee, as described in Section 5.2 of this report.</i>			

O:\98\98-049 Del Mar Parking Master Plan\DOC\goals.wpd





**Are the parking problems year around or seasonal?**

- Village Center Responses - 67 percent **YEAR AROUND**
- North Beach Responses - 71 percent **SEASONAL**
- Other Areas -63 percent **YEAR AROUND**

**On what days do the parking problems occur on residential streets?**

- Village Center Responses - 58 percent **BOTH WEEKENDS AND WEEKDAYS**
- North Beach Responses - 58 percent **BOTH WEEKENDS AND WEEKDAYS**
- Other Areas -68 percent **BOTH WEEKENDS AND WEEKDAYS**

**What are the primary causes of the parking problems on residential streets?**

- Village Center Responses - 39 percent **BUSINESS SPILLOVER**, 37 percent **BEACH VISITOR**
- North Beach Responses - 63 percent **BEACH VISITOR**, 15 percent **FAIRGROUNDS**, 15 percent **RESIDENTS HAVE TOO MANY VEHICLES**

**Is there adequate parking for all vehicles in your household?**

- Village Center Responses - 85 percent **YES**
- North Beach Responses - 86 percent **YES**
- Other Areas - 89 percent **YES**

**Is there a parking problem in the Village Center?**

- Village Center Responses - 85 percent **YES**
- North Beach Responses - 75 percent **YES**
- Other Areas -74 percent **YES**

**Are the parking problems in the Village Center year around or seasonal?**

- Village Center Responses - 79 percent **YEAR AROUND**
- North Beach Responses - 71 percent **YEAR AROUND**
- Other Areas -82 percent **YEAR AROUND**

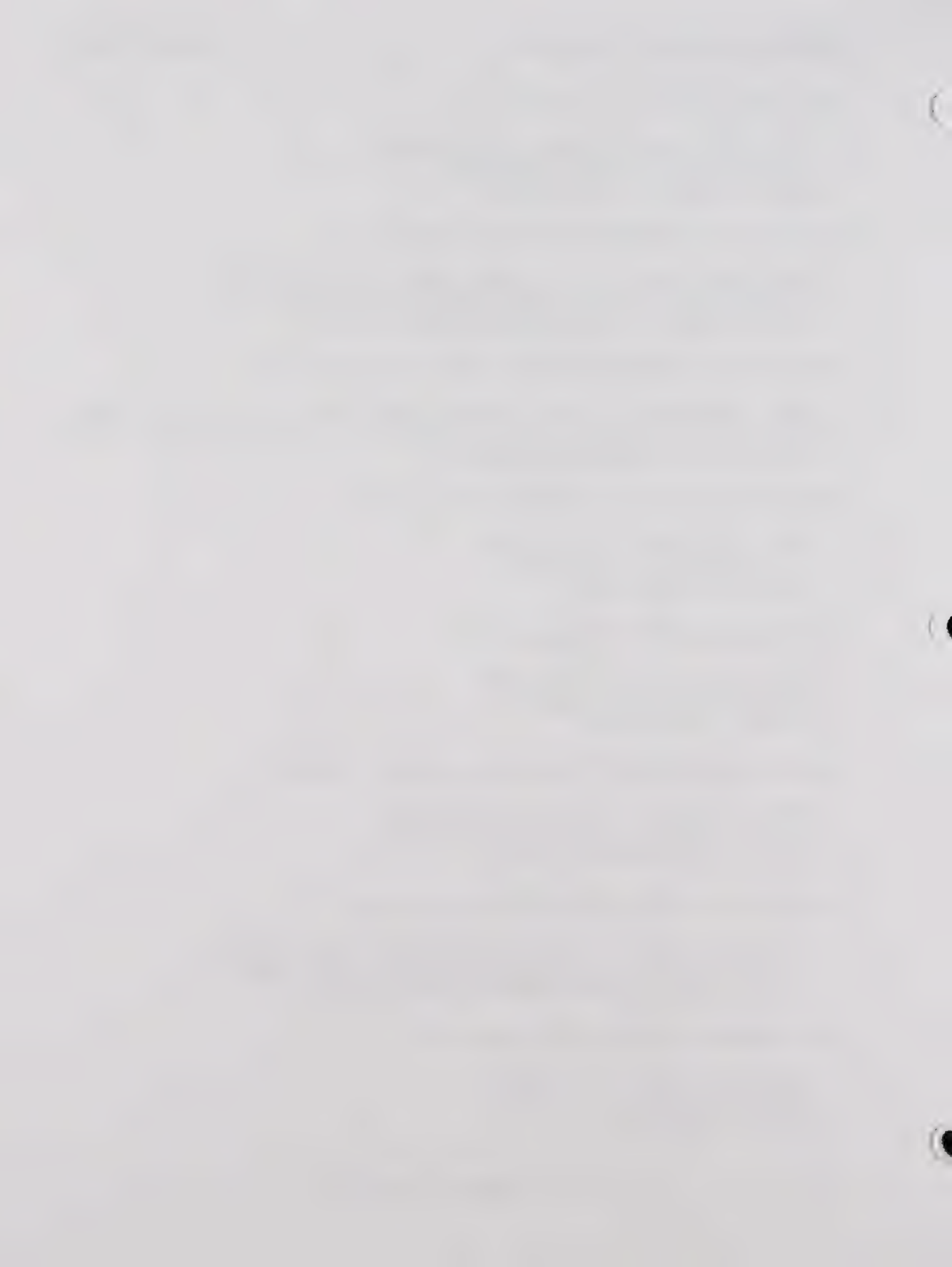
**On what days do parking problems occur in the Village Center?**

- Village Center Responses - 77 percent **BOTH WEEKENDS AND WEEKDAYS**
- North Beach Responses - 75 percent **BOTH WEEKENDS AND WEEKDAYS**
- Other Areas -78 percent **BOTH WEEKENDS AND WEEKDAYS**

**Is there adequate parking on-site for your employees?**

- Village Center Responses - 64 percent **NO**
- North Beach Responses - 60 percent **NO**
- Other Areas -61 percent **NO**





**Where do your employees usually park?**

- Village Center Responses - 40 percent **ON-STREET**, 36 percent **OWN GARAGE**
- North Beach Responses - 31 percent **ON-STREET**, 31 percent **OWN LOT**

**On what streets do you perceive there are parking problems?**

- Most commonly noted streets: **15<sup>th</sup> Street, Camino del Mar from 15<sup>th</sup> Street to 10<sup>th</sup> Street, 13<sup>th</sup> Street, Stratford Court**

The responses indicate the following themes from respondents:

- Residential Streets - A large majority feel there are parking problems on residential streets and somewhat less (although still a large majority) feel there are parking problems on their own street.
- Seasonality of Problems - North Beach respondents feel the problems are seasonal (summer peak) while all others feel problems are year around
- Causes of Residential Parking Problems - Village Center residents say both business spillover and beach visitors, while North Beach residents say mostly beach visitors
- Village Center Problems - A vast majority of respondents from throughout the City feel there is a problem in the Village Center. Most feel the problems are year around
- Weekday or Weekend problem in Village Center - A vast majority feel the problems with parking in the Village Center are both weekdays and weekends
- Employee Parking - A majority of businesses responding say they do not have adequate parking for employees, and that many employees park on-street

What lessons are learned from these responses with respect to the parking management plan and the direction of parking management strategies?

- North Beach solutions must focus on the summer peak season
- Village Center solutions must be year around
- Employee parking is critical and must be addressed since many employees clearly park in the residential neighborhoods due to lack of parking on-site
- The areas in the vicinity of 15<sup>th</sup> Street, Camino del Mar from 15<sup>th</sup> to the south, Stratford Court and 13<sup>th</sup> Street must be addressed as the highest priority as they are the most often noted problem areas.

These parking survey results are used along with the technical parking study findings to help formulate parking management plan options, as presented in Section 5 of this report.



## **4.0 LAND USE TRENDS/PARKING REQUIREMENTS**

Sections 2 and 3 of this report summarize the results of parking surveys that were conducted in the City of Del Mar. The data in those sections is based on actual observations of parking. They indicate that overall, parking demand utilizes nearly all of the North Beach public parking supply on peak summer weekends, however, privately owned or operated lots in the Village center had some excess capacity. This section discusses parking code requirements in the context of Del Mar parking guidelines.

### **4.1 PARKING REGULATIONS**

Like most cities, Del Mar has enacted an ordinance that requires a certain level of parking for new developments. The number of spaces depends on the type of land use and the building size. Parking is required for new developments, and in some cases due to re-use of existing properties.

The citywide parking regulations for selected land use types are as follows:

- General Professional and Business Office - 1 space per 300 square feet of gross floor area
- Medical/Dental Office - 1 space per 200 square feet of gross floor area
- Personal Service - 1 space per 300 square feet of gross floor area
- Service Station - 2 space per service bay plus 1 space per employee plus 1 space per vehicle operated
- Restaurant - for restaurants less than 4,000 square feet of floor area, 1 space per 90 square feet of gross floor area and all outdoor space used for any restaurant purpose. For 4,000 or more square feet, 44 spaces plus 1 space per 45 square feet of gross floor area in excess of 4,000 square feet, and all outdoor spaced used for any restaurant purpose.
- Real Estate - 1 space per 200 square feet of gross floor area
- Retail Commercial - 1 space per 300 square feet of gross floor area
- Church - 1 space per each 5 seats
- Bank - 1 space per 300 square feet of gross floor area
- Hotel/Motel - 1 space per room (sleeping or dwelling unit) without a kitchen; 2 spaces per room with a kitchen
- School - 1 space per employee plus five additional spaces (elementary/Jr. high)  
1 space for each five students (high school/vocational)
- Post Office - 1 space per 300 square feet of gross floor area plus 1 space per vehicle operated
- Game Court - 2.5 spaces per court
- Library - 1 space per 250 square feet of gross floor area
- Public Assembly - 1 space per 5 seats





We have compared these ratios against many other California cities and find them to be reasonable and consistent with standard practices.

#### 4.2 COMMERCIAL LAND USE PARKING CODE ANALYSIS METHODOLOGY

The purpose of the parking code analysis is to estimate the number of parking spaces that would be required for the commercial land uses as a whole and block-by-block, based on the sum total of parking requirements for each individual use. This analysis provides the total theoretical parking requirement based on city code. Note that in actual practice many of those spaces do not actually exist due to the age of the building and the fact that the parking requirements were different (or did not exist) when the building was constructed. Figure 18 shows the study area block numbers.

The analysis is conducted by multiplying the parking code requirement per unit (square foot, restaurant seating area, etc.), by the size of the use. For example, a 3,000 square foot office would result in a theoretical requirement of 10 spaces based on code of 1 space per 300 square feet. The resulting code parking requirements are listed below:

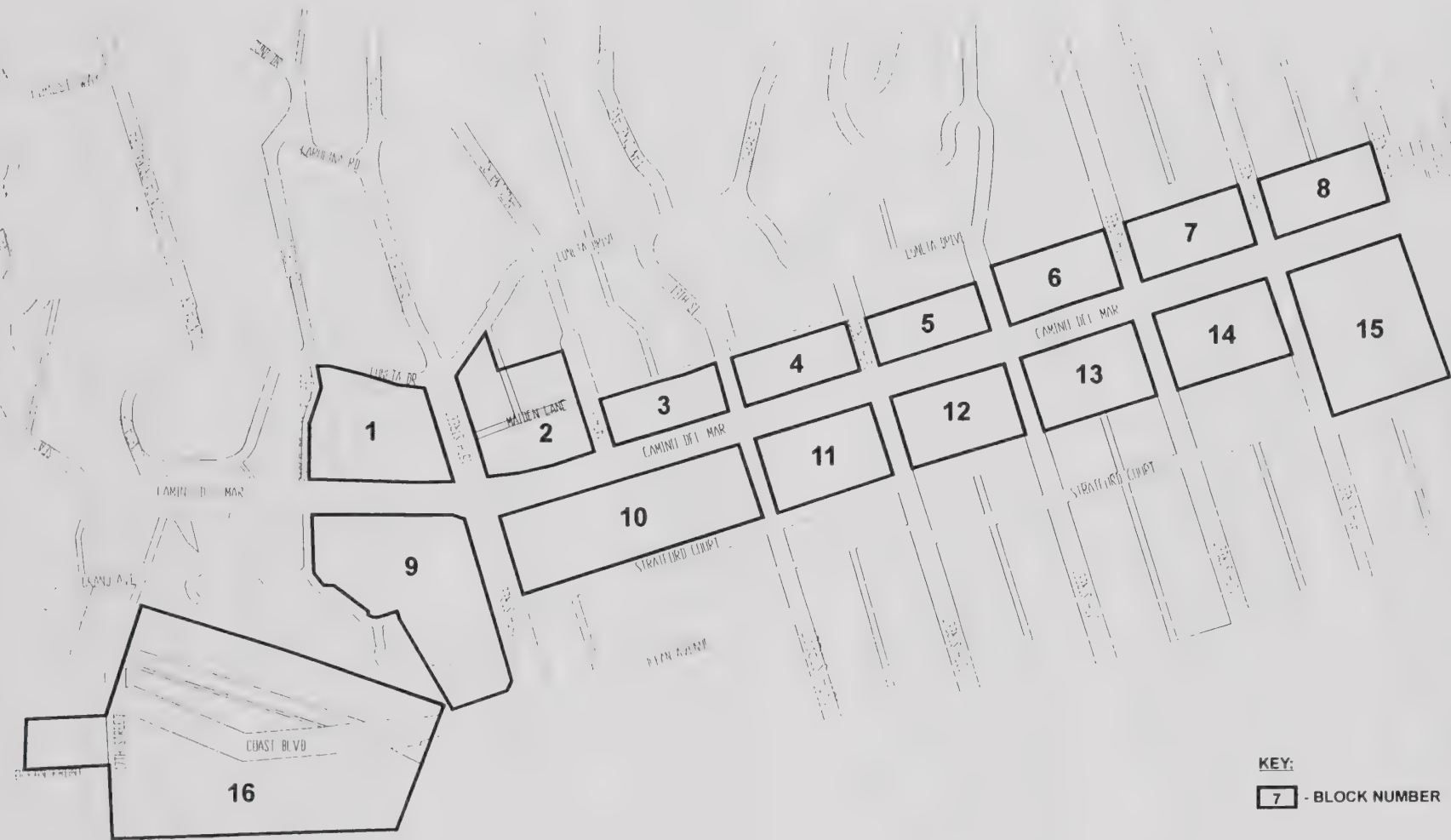
• General Office	- 430 spaces
• Medical/Dental Office	- 155 spaces
• Personal Service	- 51 spaces
• Service Station	- 14 spaces
• Restaurant	- 447 spaces
• Real Estate	- 62 spaces
• Retail Commercial (excluding Del Mar Plaza)	- 135 spaces
• Hotel/Motel (excluding L'Auberge)	- 61 spaces
• Post Office	- 45 spaces
• Library	- 19 spaces
• Public Assembly	- 40 spaces
• Del Mar Plaza	- 351 spaces
• L'Auberge	- 181 spaces
• Other	- 233 spaces
• Total	- <b>2,224 spaces</b>

The relative magnitude of the commercial parking requirements is described below:

- **29 percent** of the commercial code parking requirement is related to office/medical offices
- **22 percent** of the commercial code parking requirement is related to retail commercial
- **20 percent** of the commercial code parking requirement is related to restaurants
- **11 percent** of the commercial code parking requirement is related to hotel/motel
- **6 percent** of the commercial code parking requirement is related to real estate offices
- **12 percent** of the commercial code parking requirement is related to other uses such as personal service, post office, etc.









These findings indicate that parking management solutions oriented at offices, restaurant and retail commercial are likely to be most effective at solving parking problems. The land use mix is also relatively balanced, indicating the potential for shared use of parking among uses (i.e., restaurants using office parking at night, etc.)

Figure 19 illustrates the parking theoretical demand for parking for each block. The figure illustrates that all four of the highest blocks in terms of parking demand are located at the intersection of Camino Del Mar/15th Street. Excluding the Plaza, which supplies code required parking, the other three blocks require 805 spaces based on the land uses on those blocks. It should be noted that, although the Plaza supplies code required parking, some of the Plaza parking demand still may be satisfied off site. For example, it has been noted that some employee parking may occur in other locations through private shared-use parking agreements.

The parking supply on the critical blocks is 551. Therefore, on those three blocks alone, there is a theoretical parking deficit (compared to current city code) of 254 spaces. The actual deficit is somewhat lower due to the fact that some uses share parking and also there is some on-street parking. It is likely that those blocks have an actual deficit of 100 to 150 spaces during peak time periods. The remainder of the Village Center has uniformly lower overall parking demand based on code. These findings correlate closely with the empirical parking observations which indicate that the most highly utilized spaces are on 15<sup>th</sup> Street, Stratford Court, and Camino Del Mar south of 15<sup>th</sup> Street.

### **Mixed Use Parking Adjustment**

Actual parking demand in the Village Center Commercial area is driven by a variety of factors, including resident demand, employee demand, patron demand, deliveries, beach goers, tourists and other visitors. Public parking (both on- and off-street) is available on a first-come, first-serve basis. The public spaces therefore serve a number of users throughout the day. A space may turn over numerous times during the day and serve residents as well as businesses that are oriented to morning, mid-day and evening activity.

Parking codes typically require that new developments provide the full number of code parking spaces for each individual land use/building to ensure that there are enough spaces. However, in a dense commercial environment, each building may not need a full supply of parking, for the following reasons:

- Captive Market - Land uses within walking distance of one another generate the opportunity for shared trips. For example, offices generate lunch time restaurant customers when employees walk to lunch. That lunch walking trip, however, does not generate the need for additional parking spaces since the employees/patrons are already parked for the day. Separate office and restaurant uses located a mile apart, on the other hand, would require two spaces instead of one. Similarly, there may also be walk-in patronage from nearby residential areas.
- Different Peak Periods - Different land uses experience different peak periods of activity and therefore different peak periods of parking demand. Office uses, for example, peak during the mid-day and fall significantly in the evening, while certain restaurant uses peak in the evening. In this way, land uses can share the same parking supply when they are close together.



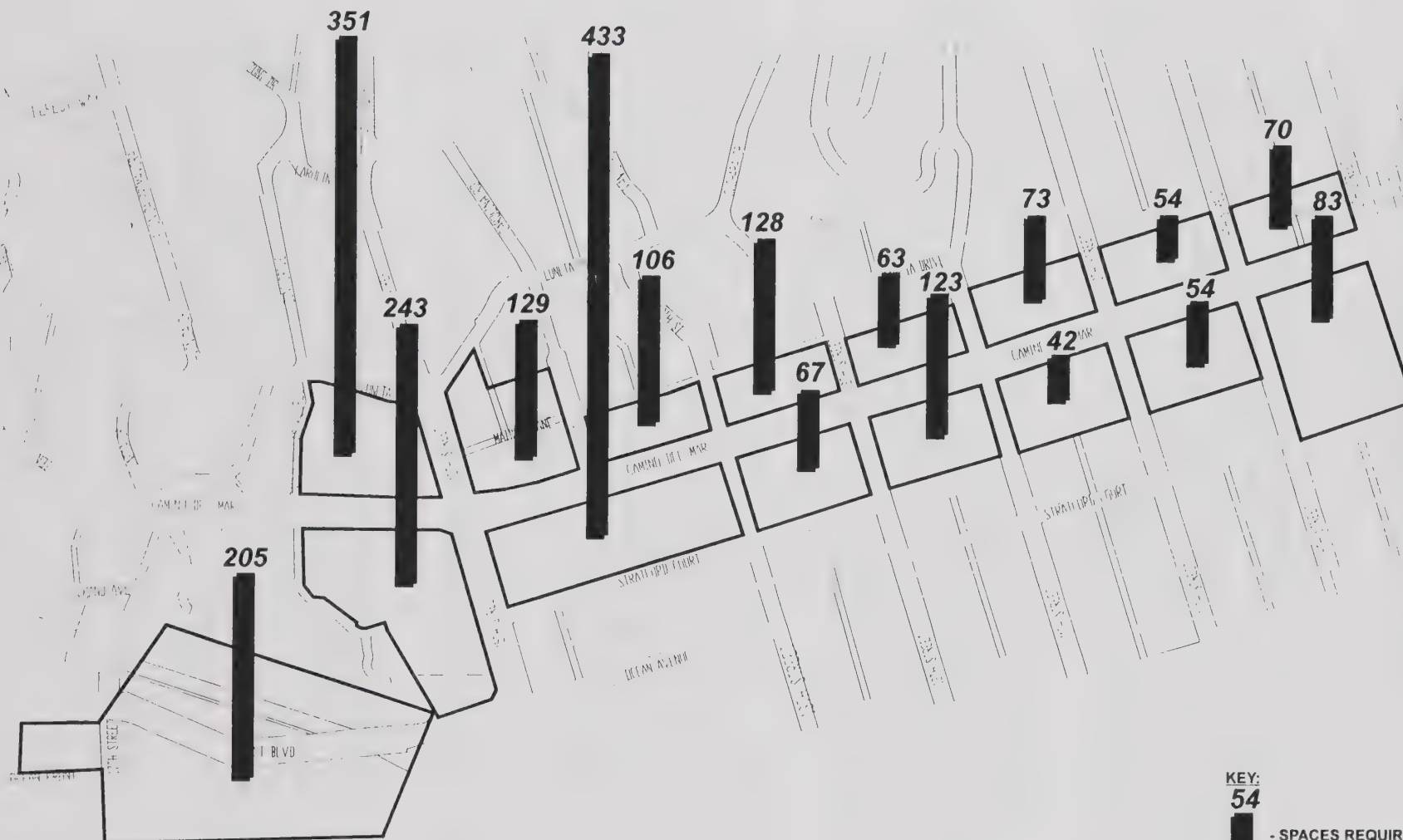
Even with extensive research and economic analysis, it may not be possible to precisely quantify the effects of captive market and peak demand in the Village Center. Other studies have, however, provided general estimates of the effects of captive market and different peak periods on parking demand. The publication "Shared Parking" by the Urban Land Institute (ULI) has estimated ranges of 0 to 83 percent reduction in overall demand for captive market, with an average of 28 percent for mixed use land use parking reductions. Similarly, a recent study in downtown Hermosa Beach applied a mixed use captive market parking reduction of 30 percent, plus a reduction for different peak periods. Applying the ULI average of 28 percent would yield a theoretical demand of 1,601 spaces (total theoretical code demand of 2,224 spaces minus 28 percent). In general, the data indicates a commercial parking deficiency at the north end of the village, and adequate parking toward the south end.







NOT TO SCALE



KEY:  
54

- SPACES REQUIRED PER CITY CODE



## 5.0 PARKING MANAGEMENT OPTIONS

### 5.1 OVERVIEW

This section of the Parking Master Plan report presents a series of parking management options for consideration by City Council. The options are based on the technical studies that have been undertaken as well as the results of the community outreach efforts and the work of the Steering Committee. Due to the complexity of the parking problems, and the challenges to implementing parking solutions, *no single measure will address all parking issues in the North Beach and Village Center areas.* Therefore, a menu of options is presented for consideration. It is anticipated that the measures would be implemented in some combination and phased in over time as deemed feasible based on economic and other considerations.

**The options are oriented to the multiple user groups that park in the Village Center and North Beach areas of Del Mar.** It is not feasible nor desirable to develop a parking master plan that simply addresses the needs of one user group at the expense of other user groups. For example, the plan must not simply add commercial parking without addressing resident concerns, or conversely create "resident only" parking without recognizing the need to maintain access for the public. Therefore, a series of options are presented that address the many parking related issues that were raised by individuals and various groups throughout the course of developing a comprehensive parking master plan. Table 9 summarizes the options, which are also described below.

The first step in developing a parking master plan is to reach agreement on the most critical problems. This is a challenge since each user group has a different set of expectations with respect to parking. Business owners want adequate and convenient parking for their employees and patrons. Residents generally want adequate and convenient parking for themselves, but do not want their neighborhoods to be used for parking by business employees or non-resident beach visitors. The California Coastal Commission demands that "maximum access" to the coast be maintained. When residential streets are located in close proximity to the beach and also to commercial businesses, conflicts develop with respect to the use of parking and the need for additional parking.

The technical studies associated with this Master Plan effort have identified several important factors that must be considered in the development of the parking management options. They include the following:

- There is a significant parking deficiency in the Northern portion of the Village Center area, most notably in the area near Camino Del Mar/15th Street. The deficiency is due to a combination of factors including the lack of parking in the commercial buildings on the southwest corner of 15<sup>th</sup> Street and Camino Del Mar, lack of adequate parking in adjacent multi-family housing, lack of post office patron parking (along with increases in the number of postal boxes), lack of parking for the employees of the building at 110 15<sup>th</sup> Street and other factors.
- On-street parking along 15<sup>th</sup> Street and Camino Del Mar south of 15<sup>th</sup> Street is in high demand year-around





- **There is significant parking demand in the summer, and substantial parking intrusion into residential areas by non-residents in the summer time. Virtually all parking spaces are occupied throughout typical summer beach days in the entire North Beach area.**
- **Private off-street parking is relatively under-utilized, as is parking at City Hall and various other locations**

For resident permit parking to be a viable option, other measures must be provided in combination to ensure that the Coastal Commission's concerns regarding public access are addressed. For example, daily permit parking passes for all non-residents would need to be provided at a reasonable fee on weekdays and weekends. The daily permit would allow non-residents to park in designated spaces throughout the day. Other measures which would need to be implemented prior to or in conjunction with resident permit parking may include an increase in the amount of public parking via purchase of local parking areas, enhanced transit services, a summertime/peak day Coaster stop in the City, valet services, parking maps/information, increased parking enforcement and other measures that enhance public accessibility. These and other measures are described in greater detail below. Concerns and issues related to the Coastal Commission jurisdiction over parking are first summarized, followed by a discussion of the potential parking management options.

## **5.2 STEERING COMMITTEE RECOMMENDED GOALS AND OBJECTIVES**

The Parking Master Plan Steering Committee reviewed the draft goals/objectives as well as the public comments on the draft goals and the technical parking analysis results. Based on all of that information, the Committee discussed each draft goal/objective and developed a set of recommended goals and objectives that reflect the majority opinion of the Steering Committee, as follows:

- Provide adequate and convenient parking for residents
- Provide adequate and convenient parking for business patrons and beach visitors, while protecting residential parking from encroachment by business spillover and beach visitors
- Make parking management "revenue neutral" by minimizing non-recoverable costs
- Optimize parking aesthetics
- Encourage use of existing residential garages
- Share parking among businesses
- As redevelopment/conversion occurs, move toward code-standard parking for the Village as a whole
- Encourage a pedestrian oriented environment to help reduce parking demand
- Encourage alternative transportation modes to help reduce parking demand
- Comply with regulations regarding handicap parking per standards of the Americans with Disabilities Act (ADA) and other State and Federal regulations

These revised draft goals and objectives should be reviewed by City Council as part of the adoption of a Parking Master Plan for the City.

## **5.3 CALIFORNIA COASTAL COMMISSION ISSUES**

The 1976 Coastal Act was enacted by the California State Legislature to provide for the conservation and development of California's 1,100 mile coastline. It established the California Coastal Commission





as a permanent state coastal management and regulatory agency and created a state and local government partnership to assure that public concerns of statewide importance are reflected in local decisions about coastal development. The provisions of the Coastal Act have direct influence over the types of changes that can be made to the parking management systems in Del Mar. It is very important to note, however, that many of the recommendations will require approval by the Coastal Commission through the Coastal Development review process. A meeting was held with Coastal Commission staff in August 1999 to discuss the parking master plan effort. The results of that meeting are included in Appendix C.

The Coastal Act's policies guide coastal zone conservation and development decisions to protect California's coastal resources and provide for their wide use. Some of the policies directly relate to parking and access, and are therefore of great importance in the development of all parking management plans in the coastal zone and the City of Del Mar. The policy that is most related to parking in the coastal zone is as follows:

- **The State shall provide for maximum public access to and recreational use of the coast, consistent with private rights and environmental protection.**

Other related Sections of the Act include:

- **Section 30210 - maximum access, which shall be conspicuously posted, and recreational opportunities shall be provided for all the people consistent with public safety needs and the need to protect public rights, rights of private property owners, and natural resource areas from overuse.**
- **Section 30212.5 - Wherever appropriate and feasible, public facilities, including parking areas or facilities, shall be distributed throughout an area so as to mitigate against the impacts, social and otherwise, of overcrowding or overuse by the public of any single area.**
- **Section 30213 - Lower cost visitor and recreational facilities shall be protected, encouraged and where feasible, provided. Development providing public recreational opportunities are preferred development (note that the word "development" is also taken to mean "parking" in addition to actual buildings for human occupation).**
- **Section 30252 - The location and amount of new development should maintain and enhance public access to the coast by (1) facilitating the provision or extension of transit service, (2) providing commercial facilities within or adjoining residential development or in other areas that will minimize the use of coastal access roads, (3) providing nonautomobile circulation within the development, (4) providing adequate parking facilities or providing substitute means of serving the development with public transportation, (5) assuring the potential for public transit for high intensity uses such as high-rise office buildings, and by (6) assuring that the recreational needs of new residents will not overload nearby coastal recreation areas by correlating the amount of development with local park acquisition . . .**

The jurisdiction and extent of the Coastal Commission's regulatory powers over parking-related matters has evolved over time and has been defined as a result of Coastal Commission actions on city and county parking-related coastal development permit applications. Specifically, the Commission has acted



on many permit applications over the past several years relating to issues such as preferential permit parking for residents, parking fee increases, nighttime beach parking lot closures and amendments to parking meter time limits.

The certified City of Del Mar Local Coastal Plan calls for the completion of an inventory of existing parking areas in order to develop and implement an overall parking management and improvement plan for the City. This Parking Master Plan is a critical component of that goal. It includes an inventory of available parking spaces and parking demand along with parking management options for those areas of the City where demand is greatest.

#### **5.4 PARKING MANAGEMENT OPTIONS**

Parking management options are detailed below and summarized in Table 9. Please note that the options are not presented in any type of priority order. Instead, it is expected that the City Council will review the menu of options and determine which options to carry forward, which ones may require further review and which may be eliminated from consideration. It is not critical to implement each and every option, however, it will be important to put forth a balanced parking management plan that considers the needs of all user groups, including visitors as well as local residents. A balanced plan is more likely to be accepted by the California Coastal Commission than a plan that only addresses parking needs of residents.

**OPTION A:                      Work With the Post Office to Allow Limited On-site Customer Parking (Post Office)**

**Discussion:**                      There are several options for improving parking in the vicinity of the post office via changes to the operation or location of the post office operations. The options that have been suggested range from allowing some public parking on the post office site to actually relocating the post office to a new site and using the existing site for parking. A meeting with the Del Mar postmaster and the postal service regional facilities manager was held to review these issues and other options. Appendix C includes a summary of that meeting.

The post office is one of the many land uses in the vicinity of 15<sup>th</sup> Street and Camino Del Mar that contributes to the parking problem in that area. The post office parks its own employees on-site as well as its postal trucks. Based on Postmaster comments, approximately six employees park on-street. Patrons also must park on-street. During many times of the day and throughout much of the year, the parking spaces adjacent to the post office likely handle the patron parking demand. During peak periods of post office demand, however, the post office clearly contributes to the parking shortage in the area. Since the Post Office opened in 1965, there have been approximately 300 new post office boxes added. One new employee was added to accommodate this growth. More walk up "window" customer traffic has also occurred. Within three years a new Carmel Valley branch will be added which will help to reduce some of the demand at the Village location.





Post office staff have indicated that it may be feasible to allow some off-street patron parking on the west side of the post office property when trucks are out on deliveries. This would likely require a traffic/parking control attendant to ensure orderly use of the spaces and vacation of the spaces before the trucks return. The potential to completely relocate the post office to another location should also be investigated further with post office officials. The post office site, which is located in the Village Center, would be a convenient location for parking. As noted throughout this report, the most critical location for parking demand is near 15<sup>th</sup> Street/Camino Del Mar, and along 15<sup>th</sup> Street itself. Relocation of the post office could make the entire lot available for use as parking or construction of a subterranean structure to serve Village Center businesses during the week, and potentially for public beach parking in the Summer. This additional public parking area on weekends could also be used to help alleviate Coastal Commission concerns for public access if the City attempts to implement permit parking in the residential areas. This is a long term measure that would only be investigated after pursuing short term options such as patron parking on-site.

**OPTION B: Purchase or Lease Seagrove Lot and/or the Train Depot Lot for Beach/Employee Parking**

**Discussion:**

Although relatively expensive, this option is perhaps the most technically efficient and short term way to provide for more beach and/or employee parking in the Village Center area on peak days. There are 128 spaces in the Seagrove Lot that are currently used for beach/park parking in the summer and other miscellaneous parking year-around, including valet parking for Jakes restaurant across the street. If purchased or leased by the City, the spaces (or a portion of the spaces) could be made available to local business employees for long term parking. This would free-up parking spaces on nearby residential streets and along 15<sup>th</sup> Street that are currently taken by employees. During peak summer months, some of the parking could be sold to the public on peak weekends since many businesses are not open on weekends and some of the employee parking would not be needed. The spaces could also be utilized for the Powerhouse Community Center.

Another alternative would be to purchase or lease the Train Depot lot for a similar public parking use. The Train Depot Lot would serve a similar function, although it is slightly less convenient to access given its location east of the rail tracks.

**OPTION C: Reserve some of the spaces under the Inn L'Auberge, Sell Parking Permits for all-day (weekday) use of those spaces by employees.**

**Discussion:**

The metered spaces located off of 15<sup>th</sup> Street are currently not enforced on weekdays. They are "bagged" so that users do not need to insert money during the week, however, there is a four-hour limit. The four-hour limit does not work for longer term parkers, such as employees. Therefore, it is recommended





that a portion of the meters be reserved exclusively for employees with permits. This option would help alleviate local on-street parking problems by removing some employee parking from adjacent residential streets and shifting it into the lot.

To begin with, the City would request applications for permits from employees. After the number of permit requests is known, a decision regarding the number of permits to issue would be made. Initially, it is recommended that up to 30 permits could be issued and 30 spaces reserved on weekdays (approximately half of the spaces). This number would be adjusted over time based on demand for permits and overall success of the program. Employees and business owners would be eligible to purchase permits to allow them to park Monday through Friday during business hours in the metered spaces. The remaining spaces would remain open to the public.

**OPTION D: Implement a Shared Use Parking Program**

**Discussion:**

The most under-utilized parking throughout the Village Center is in off-street private lots. For example, during periods of peak on-street parking demand during the evening hours, private lots were found to be only about 50% percent occupied (7 to 8 PM). This means that there are several hundred spaces empty in private lots at that time. It must be recognized that many of these spaces are in small private lots of 10 spaces or less that are accessed via alleys and could not be reasonably used for over flow parking. Some of the spaces, however, are located in desirable locations in medium and large lots that could be used during peak time periods and are easily accessible by visitors. These lots are under-utilized during peak evening hours since they are primarily used during the day. They may also tend to be available on weekends.

It is important to recognize that the use of private lots is not a universal solution to parking problems since it requires the cooperation of private land owners who may have specific reasons for not sharing parking. However, use of selected lots may be a method to help relieve the parking problem. For example, investigate the use of the St. Peter's Church lot (15<sup>th</sup>/Luneta) for weekday employee parking.

Traditional impediments to the use of private parking include lot owners' concerns over liability, safety, vandalism and interference with their own business. While some of these concerns are well founded, some can be overcome through the use of negotiated agreements and common insurance policies that are obtained with the assistance of the City. In some other beach communities such as Santa Monica, the use of private lots during weekends and evenings has even become a condition of approval for Coastal Commission permits.

This recommendation will require the following initial actions by the City:



- survey private lot owners regarding the willingness to consider shared use of parking
- investigate the availability of insurance coverage for public use of private lots and assist businesses in obtaining the insurance
- consider Sheriff, City, or private patrol to monitor the private lots
- after identifying potential sites, secure agreements for use of the lots by adjacent businesses, determine parking fees (if any) to be charged, develop shared use parking contracts that specify hours of operation, maintenance, insurance requirements and other pertinent issues.
- develop signage and restripe private lots if needed on a case-by-case basis
- amend zoning code to allow greater flexibility of shared-use options such as allowing shared use more than 300 feet away when covered by a written agreement

**OPTION E:****Re-implement Shared Valet Parking Program During Peak Season****Discussion:**

A peak season shared valet system was tried in Del Mar and operated for one season. The program was viewed as successful by some business operators and unsuccessful by others. Local merchants have stated several reasons that it was not renewed for a second season including lack of adequate promotion/advertisement, high costs covered by the merchants association (approximately \$7,000), lack of a westside Camino Del Mar drop-off/pick-up staging area and other issues. In summary, it seems that the cost and level of effort to operate the system were not balanced by the results in terms of the number or patrons that were served.

Due to the fact that shared valet services work well in many coastal communities, it is recommended that the system be tried again, with changes based on the lessons learned from the previous attempt. The major changes compared to the previous system would include:

- providing a valet staging area for drop off on the southbound side of Camino Del Mar in the block south of 15<sup>th</sup> Street where the parking deficiency is greatest;
- developing significant publicity and outreach programs to advertise the system to patrons;
- consideration of City subsidy to reduce the costs to the merchants; and





- consideration of parking on the west side of Camino Del Mar in locations such as 1310 Camino Del Mar, 1302 Camino Del Mar, and/or 1234 Camino Del Mar (Davidson Communities, Dyson & Dyson, Prudential).

The valet would service a group of adjacent businesses. This would require the removal of a few on-street parking spaces during the time of valet operation. It is recognized that some shopping trips require parking immediately adjacent to the business (dry-cleaners, take-out coffee, etc.), however, many visitors are willing to walk a few blocks during more extended visits. A valet parking operator has confirmed that parking as far away as the City Hall lot is a feasible location for remote parking. To avoid the need for valets to run all the way for pick-up and drop-off, the valet operator would use a radio system and additional labor. With this type of system, vehicles are rotated and called up using the radio to eliminate the need for attendants to run all the way to the parking area. This does increase the cost per parked vehicle relative to a system with parking which is directly adjacent.

Previous objections to valet services on the southbound (west) side of Camino Del Mar included fear of potential traffic congestion, valet attendants needing to cross Camino Del Mar and increased traffic circulation on Camino Del Mar and 15<sup>th</sup> Street, which are already perceived to be congested. If this system is to work, each of these issues must be addressed in more detail. For example, an expanded pick-up/drop-off zone may be necessary on the west side to ensure that vehicles do not queue into the street. Parking on the west side of Camino Del Mar may be used (such as at City Hall) or one or more private lots located off of the alley west of Camino Del Mar. An appropriate circulation route must be identified for valets. If Stratford Court and Ocean Avenue are converted to one-way flow (see Option L), this may also facilitate easier traffic flow for valets. It is recommended that one or more valet operators be interviewed to further assess these issues if it is determined that there is interest in a west side valet staging area.

***OPTION F:*****Revise City Codes to Maximize Future Parking Efficiency*****Discussion:***

The City parking standards with respect to the required number of spaces for each land use type have been reviewed and found consistent with standard codes and no modifications are recommended. However, the City should consider changes to sections 30.80.120 (Joint Use), 30.80.130 (Off-Site) and 30.80.140 (Downtown Parking District). Specifically, consider allowing remote spaces at a distance of more than 300 feet to allow more flexibility. Also, it is unlikely that the In-Lieu parking provision in Section 30.80.140 is feasible and will ever result in sufficient funds for building more parking. A simplified in-lieu ordinance or removal of the ordinance should be considered.





**OPTION G: Create and Circulate Visitor Parking Information Guide/Map**

**Discussion:** Many cities and Downtown districts have created user-friendly maps and parking guides that are oriented toward the Downtown visitor. The guide would include clear maps showing all public parking, as well as information regarding meter time limits and rates.

The guide/map should be professionally prepared after implementing these short term options with high quality graphics and should be made available at public venues (City Hall, library, Chamber of Commerce, etc.) and distributed to all businesses that would be willing to make them available to customers (e.g., on the counter at stores, in offices and at restaurants).

**OPTION H: Pursue Implementation of Resident Permit Parking Based on Requests by Affected Residents (in conjunction with other measures to provide beach access)**

**Discussion:** The parking occupancy data developed for this study clearly indicates a significant level of non-resident parking intrusion into residential neighborhoods during the peak summer beach season. There is also significant support for a residential area permit parking program. Such a program would require Coastal Commission authorization. The public outreach effort for this study revealed that the intrusion is due to several non-resident groups including general beach/coastal visitors and employees of local businesses. Therefore, the issue of providing permit parking may need to be separated into two categories:

- 1) resident permit parking adjacent to businesses that is needed as a result of the business activity itself, and
- 2) resident permit parking near the beach that is needed as a result of summertime intrusion by beach visitors.

The Coastal Commission will closely scrutinize any proposal for permit parking that is aimed at restricting beach access, however, the issue of resident parking intrusion by business customers may be dealt with as a business intrusion issue rather than a coastal zone issue. For example, even if the City is not able to achieve permit parking programs in the beach impacted areas, it may still be feasible to address downtown parking by demonstrating clearly to the Coastal Commission that the intrusion is by business employees, not coastal visitors.

Balancing the needs of local residents with the right of the public to access the coastal areas is a significant challenge. Simply posting signs to prevent all non-resident parking on local streets has historically been rejected by the Coastal Commission as a method of controlling parking in the Coastal Zone. Also, preferential permit parking programs in any area (whether coastal zone or inland) must not be implemented unilaterally by the City. Rather, programs should be instituted when requested by the affected residents, and approved on



the basis of an inclusive and thorough outreach process. Finally, there must be viable alternatives for public access to balance the parking that is essentially removed from use by the general non-resident population. Therefore, the following steps are recommended with respect to obtaining preferential resident parking on applicable portions of the North Beach area.

The preferential parking system itself should be set up in an organized and comprehensive manner that includes the following program elements:

- If permit parking is approved in concept, it is recommended that the City adopt an ordinance that would establish a "preferential parking permit zone." Within this zone, specific streets could then be permitted on an as-needed, as-requested basis, subject to the criteria outlined below. The overall ordinance would require Coastal Commission approval, but each individual street, or group of streets, within the zone would not require subsequent review by the Commission.
- Implement a petition process that allows resident groups/neighborhood associations to request permit parking on the streets of affected residents (with a set threshold such as 67% or 75% of all residents on the affected blocks requesting the permit parking).
- Upon receipt of the petition, the City should meet with affected residents to verify the petitions and discuss relevant issues.
- After the initial meeting, City staff would conduct surveys and data collection to verify the extent of the parking problems, such as parking occupancy surveys (percent of spaces occupied by time of day) and license plate surveys to identify the extent of non-resident parking intrusion.
- Criteria should be established to determine whether petitioned streets warrant permit parking (typical thresholds applied in other cities include 75% to 85% or more of legal on-street parking spaces occupied in total for at least two or three continuous hours and 25% or more non-resident vehicle registration).
- Parameters of the permit system would need to be established such as year around versus seasonal application (i.e., summertime only), days of the week, hours of operation, number of permits per household (unlimited or based on size/number of off-site spaces available), time limit without a permit (no parking, one-hour, two-hour) and other issues. These details would require negotiation with the Coastal Commission, and may also





be dependent upon the other measures that are implemented as part of the Master Plan.

- For blocks that meet program criteria, proposed parking restrictions would be developed, and the program would be implemented only following a final affirmative vote of affected residents of 67% or 75% (percent for approval to be determined).
- Removal of restrictions should also be via affirmative vote of affected residents.
- Permit fees would be set to cover City administrative costs. Permits should require proof of residency along with proof of vehicle ownership or registration. Per Coastal Commission staff, it may be necessary to also offer similar permits to non-residents at the same time.
- A guest permit system should be established to allow non-resident users to park on street on a temporary basis.
- The City Council would designate all preferential permit parking zones/blocks.

**OPTION I:**

**Pursue Remote Parking with Peak Season Shuttle System**

**Discussion:**

Additional public parking at the beach would help address the North Beach and Village parking shortage in the short term, however, there are several significant issues associated with providing more public parking near the beach, including:

- land cost is high near the beach which makes the addition of new lots very expensive
- parking structures in high demand areas near the beach may result in many significant environmental impacts such as blockage of ocean views, localized traffic congestion and added noise near residential areas
- subterranean parking is very high cost and also could be very difficult to implement if water table problems were found to be present
- the entire North Beach area is within a mapped flood plain which prohibits any subterranean parking options
- additional parking near the beach would likely be used up very quickly due to the latent demand for parking on peak summer days





- added parking could add to traffic congestion problems

Adding parking in remote areas (commercially zoned) away from the beach would help to solve many of the above noted problems, while still increasing the effective parking supply. For example, remote parking would be provided on land further from the water and therefore would be marginally less expensive. Environmental issues may be less significant since the parking would not be in close proximity to sensitive residential neighborhoods and the added parking would not contribute to increased congestion. Potential areas for remote parking may include existing park-and-ride lots, office or industrial properties that are underused on weekends, currently vacant parcels that can be turned into parking and other locations where parking will not be disruptive.

Another major advantage of remote parking would be the ability to capture visitors before they near the congested beach area, thereby mitigating some traffic problems by reducing the overall number of vehicles circulating and seeking available parking. Finally, the use of remote parking would increase the overall public access to the beach and allow trade-offs such as resident and merchant preferential parking (Coastal Commission issue).

Potential locations for remote public parking include the fairgrounds, the Winston School at Stratford/9th Street, Torrey Pines High School, the City Hall lot, and other areas that can be identified. Use of any of these locations will require negotiations and agreements between the City and lot owner/operator. This option could result in secondary traffic impacts due to weekend activity in residential areas. Such impacts would need to be considered prior to implementing weekend parking and shuttle service.

A shuttle system would be required to bring visitors to the beach area. There is a trade off between the extent of a shuttle service's route and the efficiency of the system to serve parkers. A high level of service and frequent shuttles will be expected by system patrons. If the shuttle makes passengers wait more than a few minutes they may become impatient and start to drive or walk to their ultimate destination, and on their next visit they will not be willing to park in the remote location. Therefore, the shuttle route must be kept as short as possible, while still serving key activity points. The opportunity to create a joint shuttle that would also serve beaches outside Del Mar, such as State beaches, south of town, should also be considered. In addition, clear signage for the shuttle stop is critical, as are clean, well designed and well lighted shuttle boarding areas.

Details regarding a potential shuttle system are provided below.

Vehicle Type and Route - Standard 20 foot shuttle buses (similar to the shuttles used in many beach communities) could be used. Typical shuttles currently cost approximately \$40 to \$45 per vehicle per hour to operate (total all expenses and



labor). Another option is standard 40 foot coaches similar to regular public buses. For purposes of this analysis, the use of smaller shuttle buses is assumed due to their size, easier maneuverability and likely more favorable public acceptance relative to large transit coaches. The system would operate from before Memorial Day weekend to at least Labor Day (assume four month duration total). Assumed hours of operation would be Fridays from around 5 PM to early evening, and potentially Saturday and Sunday from 8 AM to early evening.

It is critical to note that the success of a shuttle system is heavily dependent on the operations and marketing of the system. A shuttle system that is not well marketed or well run will fail to attract riders on a regular basis. Clean, well lighted and attractive stops are required, as are short trip headways so that passengers are not kept waiting for long periods of time. Also, since it would be a beach shuttle, the buses would need to accommodate beach related carry-on items such as coolers, boards, etc. To enhance the visibility of the system, both static and dynamic signage is recommended along Camino Del Mar and Via De La Valle. Advanced static (fixed) signs noting the presence of beach/Del Mar parking and shuttle ahead, combined with an electronic Changeable Message Sign (CMS Arterial Trailblazer Signs) are recommended.

Due to the nature of the parking problems as described in this report, a real-time, interactive traveler information system would help supplement an improved standard (fixed) signage program. The system could include video surveillance via closed circuit television cameras (CCTV), detection of parking entrances and exits with magnetic loops in the pavement, motorist information via electronic changeable message signs (CMS) and local area highway advisory radio (HAR).

**OPTION J: Pursue Summer Non-Commuter "Coaster" Stop in Del Mar Plus Other Multi-modal Alternatives for Access to Del Mar**

**Discussion:** This option would increase beach access in the summer, alleviate some parking demand for persons who otherwise may have driven to the beach, and also demonstrate increased coastal access to the Coastal Commission. By itself, however, it would marginally decrease parking demand since there would still remain a significant number of visitors that would want to come to Del Mar via automobile. This option will require more detailed analysis and discussion with the North County Transit District (NCTD) regarding feasibility issues, parking schedule and other issues. NCTD is currently completing its system plan "Fast Forward 21<sup>st</sup> Century Transit Solutions for North County." That plan provides the approximate forum within which to investigate enhancements to peak season transit services.

**OPTION K: Convert Stratford Court and Ocean Avenue between 15<sup>th</sup> Street and 13<sup>th</sup> Street to one-way streets, add parking on the side of the street where there is currently no parking.**





***Discussion:***

Both Stratford Court and Ocean Avenue are relatively narrow streets. As currently configured, there is only room for one lane of traffic each way and parking on one side of the street. By converting the streets to one-way (in opposite directions from each other), the streets could accommodate parking on both sides. This is because one-way flow of traffic would take one lane instead of two, thereby freeing up roadway space for parking. This method has been used in many beach communities where parking is at a premium and where streets are older and too narrow to accommodate two-way flow of traffic with parking.

The conversion to one-way would add approximately 40 to 45 spaces on the two streets. This is a significant number of spaces due to the fact that this area is the most parking impacted portion of the Village Center. There have been many resident complaints about bar patrons making noise and causing other problems at the exiting spaces on Stratford Court. To avoid simply adding parking for bar patrons or the general beach population in the summer, the City should consider making the new spaces permit-only parking during certain time periods, and issuing permits to local residents and nearby businesses for employees. Therefore, the new spaces that are created would be reserved for only residents and business employees during the day and evening hours, and they would not be available to bar patrons or others without permits.

Other issues to consider with respect to one-way traffic patterns include the following:

- One way streets must always be implemented in pairs (called one-way couplets) due to the fact that the motorists must be given an alternative route when a street is converted to one direction.
- One-way traffic flow is generally more efficient and can carry more vehicles, and speeds may be slightly higher. May require additional "traffic calming" on the two streets if one-way flow is implemented.
- One-way traffic flow creates a slightly more circuitous route for some vehicles, although the length of roadway that would be one-way is short enough that most vehicles would only be required to divert a block off of their normal path.

A variation on this option has also been suggested. The variation would leave the streets as two-way flow, but shift parking from the west side of Ocean Avenue to the east side. This would gain spaces due to the fact that there are fewer driveways along the east side of the street, and therefore some added curb space may be available. According to some residents, pedestrians also prefer to walk on the west side of the street and removal of parking may facilitate them by providing more available roadway on this side. This concept, if endorsed, will require further detailed review by the City Traffic Engineer to examine design issues, roadway striping, traffic flow and safety.





**OPTION L: Explore Use of Vacant Lot at Maiden Lane and 14<sup>th</sup> Street**

**Discussion:** This option would include more detailed review of the potential for using the vacant Wheelock parcel at the corner of Maiden Lane and 14<sup>th</sup> Street for parking for downtown businesses (employees, patrons or both). Use of the lot would require rezoning of property to allow commercial parking, agreements between the property owner and the City, and construction on the lot including paving, striping, landscaping and signing.

**OPTION M: Investigate Potential Locations for Additional Parking (100 to 150 more parking spaces) in the Village Center area where most feasible. Parking as close to the parking impacted area of 15<sup>th</sup> Street/Camino Del Mar would be most desirable, with more remote parking to the south also a potential solution if a feasible location in the north end of the village cannot be identified.**

**Discussion:** Adding parking in the Village Center has long been debated in Del Mar. The parking utilization and supply/demand analysis indicates that there is a clear shortage of parking in the north end of the Village in the vicinity of 15<sup>th</sup> Street and Camino Del Mar. This parking shortage has developed over time due to many factors, including the age of the buildings (with no parking), changes from one land use to another, loss of off-street parking for employees and general economic growth. Added parking in the vicinity of 15<sup>th</sup> Street and Camino Del Mar would directly serve the most parking-impacted businesses and would allow both patrons and employees to find more convenient parking. This will be an important element of any successful long-term parking strategy for the City of Del Mar.

This would help alleviate the problem of long-term employee parking on adjacent residential streets. The parking would be designed to serve the businesses as opposed to the general beach-going public. This could be accomplished via the use of reserved spaces (for employees), parking fees, parking time limits and/or a validation system. Potential locations for new parking include the 110 15<sup>th</sup> Street site, the Bully's lot (which may be able to be redeveloped into a parking structure), the post office site, (see Option A), the vacant lot at Maiden Lane and 14<sup>th</sup> Street (see Option M), and other potential sites. The 110 15<sup>th</sup> Street site could also be sold/used for weekend beach public parking due to its proximity to the beach (within 1/8 mile) and since the related businesses will likely not be open on weekends.

The development of a parking structure somewhere in the Village Center was discussed by the Steering Committee as well as the public meetings. Several locations were discussed including the lot adjacent to Bulleys, the lot near City Hall and other vacant or developable parcels. A wide range of opinions on this issue were forward by the Committee and citizens at the public meeting and through the written survey. Some felt a structure at the north end of the Village was a good idea, some favored a structure for the south end to encourage use of those businesses, and some did not favor a structure or new street parking in any location.



The technical analysis clearly indicated the need for more commercial parking in the Village area. The first step will be to determine if the City wants to pursue additional parking in the Village as a policy for mitigating parking impacts. If so, then the next step would be to assess potential sites in greater detail. The locations within approximately one-quarter mile of Camino Del Mar/15th Street would provide the most immediate relief for current parking problems. Locations farther south could help support future development of commercial properties and provide potential "remote" employee parking. This would require a serious effort by local businesses to encourage employees to park in the structure instead of taking the "prime" on-street spaces.

***OPTION N:*****Add Parking Via Driveway Consolidation and/or Removal of Unnecessary Red Curb Area.*****Discussion:***

There may be locations scattered throughout the City where one or more spaces could be gained by reducing the amount of "red" curb frontage or by combining and reconfiguring driveways to add curbside parking area. Typically, this may be accomplished when parcels are developed or redeveloped, and the locations of driveways are redesigned. In other cases, a detailed engineering review may reveal locations where red curb may be reduced if found to be unnecessary. This option would establish a formal review procedure each time a parcel is developed and the City reviews site plans to determine the feasibility of adding parking. While this option would not add a large number of spaces, it may result in a few added spaces in critically parking deficient areas.





### SUMMARY OF PARKING MANAGEMENT OPTIONS

OPTIONS	DESIRED EFFECTS/ISSUES	Relative Cost to Implement H, M, L (i)
<p><b>Option A (page 44)</b></p> <p><b>Work with Post Office to Allow Limited On-site Parking at the Post Office Site</b></p>	<ul style="list-style-type: none"> <li>• provide additional parking in most parking deficient area of the Village Center</li> <li>• liability/enforcement issues to be considered</li> <li>• post office would require an attendant to monitor the shared parking</li> </ul>	<p>Low to Moderate</p> <p>(staff/administration costs plus striping, signing of approximately \$1,000)</p>
<p><b>Option B (page 45)</b></p> <p><b>Purchase or Lease Seagrove Lot and/or the Train Depot Lot (or portion of lot) for Beach Parking (CC)</b></p>	<ul style="list-style-type: none"> <li>• reserve off-street parking</li> <li>• provide convenient public parking for beach access</li> <li>• provide revenue to the City to operate other parking management actions</li> </ul>	<p>High</p> <p>(costs to be determined)</p>
<p><b>Option C (page 45)</b></p> <p><b>Reserve Some Spaces under Inn L'Auberge Hotel and Sell Parking Permits for Daytime Use of Those Spaces by Employees (CC)</b></p>	<ul style="list-style-type: none"> <li>• ensure adequate off-street employee parking</li> <li>• remove employee parking from adjacent residential streets</li> <li>• promote use of spaces by businesses</li> <li>• keeps spaces open to the public on weekends and evenings</li> </ul>	<p>Low</p> <p>(minimal enforcement and administration and signing cost)</p>
<p><b>Option D (page 46)</b></p> <p><b>Implement a Shared Use Parking Program</b></p>	<ul style="list-style-type: none"> <li>• better utilize available private spaces</li> <li>• would require additional detailed analysis and coordination with private property owners</li> </ul>	<p>Low</p> <p>(staff/administration costs)</p>
<p><b>Option E (page 47)</b></p> <p><b>Re-implement Shared Valet Parking Program on Camino Del Mar During Peak Season</b></p>	<ul style="list-style-type: none"> <li>• provide convenient customer parking</li> <li>• assist parking impacted business</li> <li>• need to analyze potential sites and select Contractor</li> <li>• need southbound drop off and pick up area</li> </ul>	<p>Low to Moderate</p> <p>(\$5,000 to \$15,000 per season for City support)</p>
<p><b>Option F (page 50)</b></p> <p><b>Revise City Codes to Maximize Future Parking Efficiency</b></p>	<ul style="list-style-type: none"> <li>• support goals and objectives of parking management plan through city ordinance, for example, code must support joint use, enable new parking to be added and support protection of resident parking</li> <li>• support maintenance of coastal access</li> </ul>	<p>Low</p> <p>(staff/administration costs)</p>
<p><b>Option G (page 50)</b></p> <p><b>Create and Circulate Visitors Parking Information Guide/Map</b></p>	<ul style="list-style-type: none"> <li>• increase awareness of parking opportunities</li> <li>• more effective use of available parking</li> <li>• need support of business community to circulate guide/map</li> </ul>	<p>Low</p> <p>(approximately \$5,000 to \$10,000)</p>





## SUMMARY OF PARKING MANAGEMENT OPTIONS

OPTIONS	DESIRED EFFECTS/ISSUES	Relative Cost to Implement H, M, L (i)
<p><b>Option H (page 51)</b></p> <p><b>Pursue Implementation of Resident Permit Parking Based on Requests by Affected Residents (CC)</b></p>	<ul style="list-style-type: none"> <li>• protect residential parking in most severely impacted areas</li> <li>• will require "offsetting" measures which enhance the ability of the public to obtain access to the coast</li> <li>• this option will require additional detailed analysis and outreach efforts with affected residents</li> <li>• Typically, permit districts are only established after detailed street by street parking studies, polling of affected residents and voting for approval or disapproval by affected residents. Beach Cities with similar programs include Hermosa Beach, Long Beach, Santa Monica, Oceanside and Capitola.</li> </ul>	<p>Moderate</p> <p>(staff/administration costs to implement and manage program)</p>
<p><b>Option I (page 53)</b></p> <p><b>Pursue Remote Parking with Peak Season Shuttle System</b></p>	<ul style="list-style-type: none"> <li>• provide coastal access from remote parking</li> <li>• add parking in peak season to serve visitors</li> <li>• reduce congestion</li> <li>• balance residential permit system to obtain coastal commission approval</li> <li>• need to identify candidate parking locations</li> </ul>	<p>High</p> <p>(approximately \$100,000 per summer peak season to operate system)</p>
<p><b>Option J (page 55)</b></p> <p><b>Pursue Summer Non-Commuter "Coaster" Stop in Del Mar and other Multi-modal Alternatives for Access to Del Mar</b></p>	<ul style="list-style-type: none"> <li>• work closely with NCTD to explore all feasible alternatives for beach and Village access including special summer fixed routes, circulator services, park-and-ride and rail</li> <li>• provide alternative "non-automobile" mode of travel to beach</li> <li>• reduce some beach-related parking demand</li> </ul>	<p>Moderate to High</p> <p>(staff/administration costs, on-going program costs, plus potential up-front capital improvements)</p>
<p><b>Option K (page 55)</b></p> <p><b>Convert Stratford Court and Ocean Avenue Between 15<sup>th</sup> Street and 13<sup>th</sup> Street to One-Way Streets, Add Parking on the Side of the Street Where There Is Currently No Parking</b></p>	<ul style="list-style-type: none"> <li>• provide room for parking on both sides of the street</li> <li>• add approximately 40 - 45 spaces in parking deficient area of the Village Center</li> <li>• consider reserved use to minimize disruption to residential areas</li> <li>• variation to this option may be to leave streets as two-way, but relocate parking from west side of Ocean to east side where there are fewer driveways.</li> </ul>	<p>Moderate</p> <p>(staff/administration costs, follow-up studies and public outreach plus \$10,000 to \$15,000 for re-striping and signing)</p>
<p><b>Option L (page 56)</b></p> <p><b>Explore Use of Vacant Lot at Maiden Lane and 14<sup>th</sup> Street for Surface Employee or Patron Parking</b></p>	<ul style="list-style-type: none"> <li>• provide added employee or patron parking in Village Center</li> <li>• would require reconstruction of site into parking lot with appropriate landscaping</li> </ul>	<p>High</p> <p>(approximately \$40,000 to construct lot for 20 spaces)</p>



## SUMMARY OF PARKING MANAGEMENT OPTIONS

OPTIONS	DESIRED EFFECTS/ISSUES	Relative Cost to Implement H, M, L (i)
<p align="center"><b>Option M (page 56)</b></p> <p><b>Investigate Potential Locations for Additional Parking (e.g. surface lot or structure) in the Village Center Area Where Most Feasible with Highest Priority in the Vicinity of 15<sup>th</sup> Street/Camino Del Mar</b></p>	<ul style="list-style-type: none"> <li>• provide added patron and employee parking</li> <li>• address deficiency near 15<sup>th</sup> Street/Camino Del Mar</li> <li>• remove employee parking from adjacent residential streets</li> <li>• requires additional detailed analysis of economic factors</li> <li>• continue to work with post office on longer range solutions, including potential relocation</li> </ul>	<p align="center"><b>High to Very High</b></p> <p>(surface - \$1500 per space, structure approximately \$7,500 to \$15,000 per space, \$150,000 to \$1.5 million for 100 spaces) depending on surface or structure and other details</p>
<p align="center"><b>Option N (page 58)</b></p> <p><b>Add Parking Via Driveway Consolidation and Removal of Red Curb Area</b></p>	<ul style="list-style-type: none"> <li>• eliminate unnecessary red curb area and convert to parking</li> <li>• eliminate extra wide driveways where not necessary for traffic flow-consolidate driveways as parcels redevelop</li> </ul>	<p align="center"><b>Low</b></p> <p>(staff costs to review development plans and red curb areas)</p>
(CC) Requires Coastal Commission review and approval prior to implementation.		
Note: (i) H - high cost, M - moderate cost, L - low cost		



## 6.0 AMERICANS WITH DISABILITIES ACT ISSUES

The Americans with Disabilities Act (ADA) and Title 24 of the Uniform Building Code requires a certain number of accessible parking spaces for businesses, State or local government agencies or other covered entities, and the spaces must be designed in accordance with the ADA and Title 24 Standards for Accessible Design. In addition, businesses or privately owned facilities that provide goods or services to the public have a continuing obligation to remove barriers to access in existing parking lots when it is readily achievable to do so.

Accessible parking spaces for cars have at least a 60-inch-wide access aisle located adjacent to the designated space. These parking spaces are identified with a sign and located on level ground. Van accessible parking spaces are the same as accessible parking spaces for cars except that three additional features are needed for vans as follows:

wider access aisle (96") to accommodate a wheelchair lift. New guidelines for passenger loading zones have resulted in modifications in specifications for parking spaces and adjacent access aisle spaces. The typical accessible parking space is 96 inches wide with an adjacent 60 inch access aisle. This aisle does not permit lights or ramps to be deployed and still leave room for a person using a wheelchair or other mobility aid to exit the lift platform or ramp. Therefore, the new specification requires a 96-inch wide space with a 96-inch wide access aisle.

- vertical clearance to accommodate van height at the van parking space, the adjacent access aisle, and on the vehicular route to and from the van accessible space, and
- an additional sign that identifies the parking space as "van accessible."

One out of eight spaces, but always at least one, must be van accessible. The minimum number of accessible parking spaces per parking lot are as follows:

Total Number of Parking Spaces in Lot	Total Number of Accessible Spaces Required
1 - 25	1
26 - 50	2
51 - 75	3
76 - 100	4
101 - 150	5
151 - 200	6
201 - 300	7
301 - 400	8
401 - 500	9
501 - 1000	2% of total parking
1001 and over	20 plus 1 for each 100 over 100





Accessible parking spaces must be located on the shortest accessible route of travel to an accessible facility entrance. Where buildings have multiple accessible entrances with adjacent parking, the accessible spaces must be dispersed and located closest to the accessible entrances. For the City of Del Mar, these guidelines will require the following actions:

- Review the design of each public lot to ensure that there is at least one van accessible space in each lot.
- L'Aberge Del Mar Lot - add one more regular (car) accessible space. Other City lots provide the minimum number of accessible spaces, however, van accessible spaces must still be reviewed for consistency in each lot.
- When any lot that serves a business providing goods or services to the public is restriped, ensure that it will provide the minimum number of accessible parking spaces after restriping and be properly signed and diminished according to City codes and all ADA requirements.
- Review all accessible spaces in public lots to ensure that they meet the specifications for location including that they are on the shortest route of travel to an accessible facility entrance, are on the most level ground, never have curbs or stairs, the route is at least three feet wide, has a firm, stable, slip resistant surface and the slope is not greater than 1:12 in the direction of travel.



## APPENDIX A

### List of Stakeholders Interviewed

Mark Whitehead, City Council  
Andy Schooler, City Council  
Bob Scott, City Staff  
Jim Sandoval, City Staff  
Pat Vergne, City Staff  
Eric Sandy, City Staff,  
Kent Whitson, Traffic Engineer  
Ivan Gaylor, Merchant representative  
Maggie Brown, Merchant representative  
Walt Berle, Merchant representative  
Tony Comito, Merchant representative  
Michael Hundhauser, Merchant representative  
Bettina Experton, Resident  
Roland Fyfe, Resident  
Lynn Gaylord, Resident  
Brian Capon, Resident  
Richard Andrews, City Staff (invited, unable to attend)  
Roger Deweese, Merchant representative (invited, unable to attend)



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